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General Assembly

Distr.: General
12 February 2018

Original: English

Committee on Information
Fortieth session
1–11 May 2018

Provisional agenda and annotations/programme of work

Provisional agenda

1. Opening of the session.
2. Election of officers.
3. Adoption of the agenda and programme of work.
4. Admission of new members.
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8. Consideration of reports submitted by the Secretary-General.
9. Open-ended working group of the Committee on Information.
10. Consideration and adoption of the report of the Committee to the General Assembly at its seventy-third session.

Annotations/programme of work

1 May 2018

Opening of the session

The session will be opened by the Chair of the Committee.

Election of officers

At its organizational session in 1980, the Committee reached an agreement according to which the principle of geographical rotation would be applied to all officers of the Committee, who would be elected for two-year terms. At the beginning of its thirty-ninth session, the Committee elected a Chair, two Vice-Chairs and a Rapporteur to serve for the subsequent two years. At the beginning of its fortieth session, the

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Committee will consider filling the vacancy for the remaining Vice-Chair for a one-year term.

Adoption of the agenda and programme of work

The provisional agenda has been prepared on the basis of consultations among the members of the Bureau of the Committee.

Admission of new members

The Committee will consider requests for membership in the Committee.

Statement by the Chair

The Chair will address the Committee at its opening meeting.

Statement by the Under-Secretary-General for Global Communications

The Under-Secretary-General for Global Communications will address the Committee at its opening meeting to provide an update on the activities of the Department of Public Information and to report on the implementation of the recommendations contained in General Assembly resolutions 72/90 A and B.

Informal interactive meeting of the Committee

An informal interactive meeting of the Committee will be held at 3 p.m. on 1 May, allowing members of the Committee to exchange ideas with, and pose questions to, the senior management of the Department of Public Information.

1–2 May 2018

General debate

Consideration of reports submitted by the Secretary-General

Documentation

(a) Report of the Secretary-General on the activities of the Department of Public Information: strategic communications services (A/AC.198/2018/2);

(b) Report of the Secretary-General on the activities of the Department of Public Information: news services (A/AC.198/2018/3);

(c) Report of the Secretary-General on the activities of the Department of Public Information: outreach and knowledge services (A/AC.198/2018/4).

3–10 May 2018

Open-ended working group of the Committee on Information

The Secretariat will require a 48-hour period to process the draft report of the Committee in all official languages.

11 May 2018

Consideration and adoption of the report of the Committee to the General Assembly at its seventy-third session

United Nations A/AC.198/2018/2

General Assembly

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1–11 May 2018
Item 8 of the provisional agenda*
Consideration of reports submitted by the Secretary-General

Activities of the Department of Public Information: strategic communications services

Report of the Secretary-General

Summary

The present report, prepared in accordance with General Assembly resolution 72/90 B, provides a summary of the key advances made by the Department of Public Information from September 2017 to March 2018 in promoting the work of the United Nations to the global audience through its strategic communications services.

The strategic communications services subprogramme, one of three subprogrammes of the Department, which is implemented by its Strategic Communications Division, develops and implements strategies for communicating United Nations messages on priority issues. The Division also manages the Department's network of field offices. In addition, as the secretariat for the United Nations Communications Group and its task forces, the Division works to strengthen the coordination of communications throughout the United Nations system.

The activities of the other subprogrammes of the Department, namely, news services and outreach and knowledge services, are described in separate reports of the Secretary-General (A/AC.198/2018/3 and A/AC.198/2018/4, respectively).

* A/AC.198/2018/1.

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I. Introduction

1. In its resolution 72/90 B, the General Assembly took note of the reports submitted by the Secretary-General on the activities of the Department of Public Information submitted for consideration by the Committee on Information at its thirty-ninth session (A/AC.198/2017/2, A/AC.198/2017/3 and A/AC.198/2017/4) and requested the Secretary-General to continue to report to the Committee on the activities of the Department.

2. The Department hereby submits the information requested on strategic communications services.

3. The Department's activities in the area of strategic communications services are described in the present report, which includes an overview of the Strategic Communications Division's thematic campaign activities, highlighting its strategic approach; a summary of its communications campaigns on key issues; and a discussion of the activities of the network of United Nations information centres, including their multilingual work.

II. Communications campaigns

A. Social and economic development

4. The Department has used every opportunity to pursue its promotion of the 2030 Agenda for Sustainable Development and the 17 Sustainable Development Goals across its platforms and through global and local media and community outreach, from the high-level segment of the seventy-second session of the General Assembly (New York, September 2017) to the twenty-third Conference of the Parties to the United Nations Framework Convention on Climate Change (Bonn, Germany, November 2017), the World Economic Forum (Davos, Switzerland, January 2018), the Economic and Social Council Youth Forum (New York, January 2018), the run-up to the sixty-second session of the Commission on the Status of Women (New York, March 2018) and the launch of the International Decade for Action, "Water for Sustainable Development" (22 March 2018) and international observance days, to raise greater awareness of the Goals, which is vital for their realization. In stressing the interlinkages of the Goals, the Department has worked to broaden the use of Sustainable Development Goal branding across the United Nations system and has more closely integrated climate action and sustainable development messaging. To better plan, increase awareness of and promote wider action on those issues, the Department has worked closely with the Department of Economic and Social Affairs, the Executive Office of the Secretary-General, the Office of the President of the General Assembly and all relevant United Nations agencies, funds and programmes. It also leads a revitalized Sustainable Development Goals strategy hub for external and internal partners and the United Nations Communications Group and its dedicated task forces on the Sustainable Development Goals and climate change.

5. To help bring diverse views from civil society to the United Nations, a Sustainable Development Goals media zone was set up during key moments. At the high-level segment of the seventy-second session of the General Assembly, the media zone provided a dynamic space for the live broadcast of panel discussions and interviews that allowed participants and the general public to engage directly in conversations about sustainable development. The media zone featured 64 panels and over 220 speakers from more than 50 countries. Sixty-three clips featured on webcasts

garnered 10,257 live video views. Conversations at the media zone using the hashtag #SDGLive reached approximately 232,276 people on social media. The Department also promoted messaging on the Sustainable Development Goals from the World Economic Forum and during the Economic and Social Council Youth Forum.

6. The Department continued to update its website promoting sustainable development (www.un.org/sustainabledevelopment/) The site provides easily accessible information on the Goals as well as downloadable products geared to help individuals engage in sustainable activities.

7. In addition to the main United Nations social media accounts, the Department promoted the Sustainable Development Goals through the dedicated @GlobalGoalsUN accounts, which continued to grow. At the end of 2017, the GlobalGoals Facebook account had 239,000 followers (an increase of 68,000 from 2016), and the Twitter account had close to 240,000 followers (an increase of nearly 40,000 from 2016). Since its launch in 2015, the "SDGs in Action" mobile app, now available in the six official United Nations languages, has been downloaded more than 60,000 times, showing a growing level of engagement with the Goals. In 2018, more innovative features will be built into the app to continue to increase its popularity.

8. The United Nations information centres played a key role in implementing and monitoring the impact of campaigns related to the Sustainable Development Goals. They worked closely with country teams to ensure that communications were coherent and strategic, adapting the global United Nations campaigns and messages to local contexts and languages. To that end, they undertook a wide range of advocacy and awareness-raising activities, targeting different audiences and diverse sectors and creating both digital and traditional products.

9. The Department, working together with the Executive Office of the Secretary-General, the United Nations Entity for Gender Equality and the Empowerment of Women (UN-Women) and the European Union, developed, coordinated and implemented the strategy for the launch of the European Union-United Nations Spotlight Initiative to end violence against women and girls during the high-level segment of the seventy-second session of the General Assembly. The Department and partners promoted the multi-year initiative as essential to the achievement of Goal 5 and will continue to promote the initiative in 2018.

B. Climate change

10. The Department focused its climate change communications on the need for universal ratification and accelerated implementation of the Paris Agreement on Climate Change, using positive messaging that stressed progress as well as the need to do much more. By using social media and videos and integrating climate messaging into many other issues, the Department provided communications support for key meetings held by the Secretary-General with world leaders and representatives of civil society during the seventy-second session of the General Assembly, as part of a longer-term effort to mobilize action on climate change. A multimedia communications team that was deployed to the United Nations Climate Change Conference in November supported the secretariat of the United Nations Framework Convention on Climate Change and other relevant agencies by promoting examples of climate action from around the world. The Department is working with United Nations system partners on developing a new system-wide communications strategy

on climate change aimed at energizing the climate action agenda in advance of the Secretary-General's climate summit, to be held in 2019.

C. Human rights

11. To raise awareness of basic human rights and to mobilize public action, the Department worked closely with the Office of the United Nations High Commissioner for Human Rights (OHCHR) to launch a year-long campaign to commemorate the seventieth anniversary of the Universal Declaration of Human Rights, in 2018.

12. As part of the campaign, the Department in April rolled out its participatory "Add Your Voice" video project, inviting people around the world to record themselves reading an article of the Universal Declaration of Human Rights in their native language. By the end of 2017, the project had collected over 2,000 videos in more than 50 languages from over 70 countries. A number of information centres and United Nations offices, including in Armenia, Czechia, Georgia, Japan, Kazakhstan, Myanmar, Pakistan, South Africa, Turkey, Ukraine and Uzbekistan, contributed to translating and proofreading or recording articles of the Declaration.

13. The Department continued to contribute to commemorating United Nations observances. For Human Rights Day (10 December), the Department co-organized with OHCHR two events at United Nations Headquarters: the launch by the Secretary-General of the campaign for the seventieth anniversary of the Declaration, featuring the President of the General Assembly and two former High Commissioners for Human Rights, and a special event featuring an actress impersonating Eleanor Roosevelt speaking about the drafting of the Declaration. On social media, #DiaDeLosDerechosHumanos was the top trending hashtag on Twitter worldwide in Spanish, while #HumanRightsDay was the third most popular. The Department also promoted an emoji in 10 languages for #HumanRightsDay and a question-and-answer session on Twitter with the High Commissioner that generated 12,000 user interactions. The Department launched two new editions of the Declaration as printed booklets in the six official languages of the United Nations. Special events and outreach activities on Human Rights Day were organized by information centres in various locations, including Antananarivo, Dakar, Islamabad, Jakarta, Lima, Lusaka, Mexico City, Moscow, Ouagadougou, Panama City, Port of Spain, Tehran and Yerevan.

14. On genocide prevention, the Department in September promoted the General Assembly's informal interactive dialogue on the report of the Secretary-General on the responsibility to protect through a media advisory and live webcast and designed a printed version of the Secretary-General's Plan of Action for Religious Leaders and Actors to Prevent Incitement to Violence That Could Lead to Atrocity Crimes. It also designed the visual identity for the seventieth anniversary, in 2018, of the Convention on the Prevention and Punishment of the Crime of Genocide. For the International Day of Commemoration and Dignity of the Victims of the Crime of Genocide and of the Prevention of This Crime (9 December), the Department worked with the Office of the Special Adviser on the Prevention of Genocide to launch an appeal for the universal ratification of the Genocide Convention and to raise awareness on social media and through the dedicated website in the six official languages of the United Nations.

15. The Department is working closely with the Permanent Mission of Rwanda to the United Nations to organize the annual commemoration of the International Day of Reflection on the 1994 Genocide in Rwanda in early April, as well as student

briefings and other outreach activities to increase awareness of the lessons learned from Rwanda.

16. The tenth anniversary, in September, of the adoption of the United Nations Declaration on the Rights of Indigenous Peoples was promoted on social media through an emoji for #WeAreIndigenous and a question-and-answer session on Twitter with indigenous experts, including the Special Rapporteur on the rights of indigenous peoples, a member of the Permanent Forum on Indigenous Issues and a member of the Expert Mechanism on the Rights of Indigenous Peoples, among others, who answered questions from the general public.

17. During the period under review, the Department also promoted a round-table discussion on the linkages between the Sustainable Development Goals and human rights, facilitated a workshop on strategic communications for human rights advisers and briefed multiple student groups on human rights.

18. The Department continued to promote the International Decade for People of African Descent by providing informational material, conducting outreach and organizing special events. In November it supported the OHCHR-organized regional meeting on people of African descent in Europe, Central Asia and North America, held in Geneva, with media outreach and promotional material, including an exhibit and a short video about the meeting. The Department also facilitated the production of a promotional video on the Fellowship Programme for People of African Descent and a documentary on Afrodescendants in Portugal to air as part of the UN in Action series. At United Nations Headquarters, during Black History Month, in February, the Department organized a screening of the documentary *Familiar Faces/Unexpected Places — A Global African Diaspora* by anthropologist Sheila Walker; on the International Day for the Elimination of Racial Discrimination (21 March), the Department co-organized with OHCHR an event on the contributions, achievements and challenges of people of African descent.

19. The Department continued to disseminate information pertaining to dialogue among civilizations and the culture of peace, and organized or supported observances aimed at promoting messages of peace, human rights, respect for diversity, non-violence and tolerance. In addition to the above-mentioned international days and activities, the Department promoted messages of social inclusion and equality on International Day of Democracy (15 September), focusing on conflict prevention.

D. Special information programme on the question of Palestine

20. As part of the General Assembly-mandated special information programme on the question of Palestine, the Department held an international media seminar on peace in the Middle East on 5 and 6 October at the Vienna International Centre in cooperation with the Bruno Kreisky Forum for International Dialogue and with the support of the United Nations Information Service in Vienna. Discussions focused on themes related to the Israel-Palestine conflict, including the quest for peace in the Middle East and the impact of 50 years of occupation on future prospects; empathy as an alternative way of seeking peace; media narratives and public perceptions from Israeli and Palestinian perspectives; and the conflict through the lens of international media. The meeting brought together diplomats, current and former policymakers, journalists, academics, researchers and media experts from Austria, Germany, Israel, the United Kingdom of Great Britain and Northern Ireland, the United States of America and Palestine, among others.

21. The Department organized its annual training programme for Palestinian journalists from 30 October to 1 December, including four weeks at Headquarters and one week in Washington, D.C. Ten Palestinian journalists from Jordan, Lebanon, Gaza, Jerusalem and the West Bank participated in the exercise, bringing the number of journalists who have benefited from the training programme since its establishment in 1995 to 190. They attended meetings with senior United Nations officials, including the Secretary-General, diplomats, government officials, academics and representatives of non-governmental organizations and think tanks. The group visited major media organizations, such as the New York Times, CNN and BBC, as well as YouTube and Google News, among others. The journalists also attended a hands-on training course taught by professional trainers that focused on multimedia and digital tools.

22. The Department worked closely with the Department of Political Affairs to provide communications support for events that were organized at Headquarters to observe the International Day of Solidarity with the Palestinian People (29 November). These included a special meeting of the Committee on the Exercise of the Inalienable Rights of the Palestinian People, followed by the opening of an exhibit and the holding of a cultural event dedicated to the theme "The Palestinian people: everlasting roots, infinite horizons". United Nations information centres and offices around the world organized various activities in commemoration of the Day, including in Antananarivo; Canberra; Dar es Salaam, United Republic of Tanzania; Geneva; Jakarta; Lusaka; Mexico City; Nairobi; Rabat; Pretoria; and Vienna.

E. Decolonization

23. The Department continued to promote decolonization through its various platforms, in close collaboration with the Decolonization Unit of the Department of Political Affairs. This included hosting and updating the United Nations and Decolonization website in the six official languages.

F. New Partnership for Africa's Development

24. Through its magazine *Africa Renewal/Afrique Renouveau* and the Africa Renewal website in Chinese, French and English, the Department promoted the work of the Office of the Special Adviser on Africa, the Economic Commission for Africa and the African Union on the implementation of the African Union's Agenda 2063 and the 2030 Agenda.

25. To help raise awareness of and support for economic development and peace and security in Africa, the Department promoted the aims, priorities and achievements of the New Partnership for Africa's Development (NEPAD) Planning and Coordination Agency and its African Peer Review Mechanism. In the December issue of the magazine, the Department published articles under the banner "Bridging Africa's inequality gaps" and looked in detail at the widening wealth gap and existing opportunities in the education and health sectors. The magazine also published an interview with the Chief Executive Officer of the NEPAD Agency on a new continent-wide initiative to create jobs.

26. In partnership with the African Union, the Office of the Special Adviser on Africa and the United Nations Development Programme (UNDP), the Department in September co-organized an African Union dialogue, which brought together officials

from the African Union, the United Nations, permanent missions of African countries to the United Nations, Africans in the diaspora and academicians to explore the continent's opportunities and how they can be harnessed and maximized for Africa's growth and development, as well as for the maintenance of peace and security.

27. To inform journalists of the work of the United Nations on the Sustainable Development Goals, the Department in September organized an African media round table for journalists from Africa covering the General Assembly and those based in the United States who cover Africa.

28. In October, during Africa Week, held on the margins of the General Assembly's special debate on Africa, the Department organized various media activities to publicize the work of NEPAD, the regional commissions and the African Union, including press conferences, one-on-one interviews and briefings with senior United Nations officials.

29. As part of its outreach efforts, the Department developed a website entitled "Africa at the UN General Assembly" (www.un.org/africarenewal/general-assembly) and populated it with official speeches, statements and activities of African leaders during the 2017 general debate.

30. The syndicated news features service of *Africa Renewal/Afrique Renouveau* continued to expand in 2017. Between August and December, 50 of the magazine's articles were republished in both English and French 360 times in more than 200 media outlets in Africa and around the world, including in Australia, Barbados, Denmark, Egypt, France, Ghana, Haiti, India, Italy, Nigeria, Poland, Switzerland, Trinidad and Tobago, the United Kingdom and the United States.

31. Social media accounts showed significant growth (see table below). For example, between 1 August and 20 December, the number of followers of the magazine's Twitter accounts rose by 13.81 per cent for French and 3.48 per cent for English.

Social media statistics for *Africa Renewal/Afrique Renouveau*, 2016–2017

Platform	*As at December 2016*	*As at December 2017*	*Percentage increase*
Twitter (followers)			
@africarenewal	89 229	96 937	10.8
@ONUAfrique	56 000	69 595	12.4
Facebook (likes)			
Africa Renewal	8 020	9 570	11.9
Afrique Renouveau	3 260	4 244	13.0

32. Similar growth rates were registered in the number of subscribers to the Africa Renewal e-newsletter, which provides a brief overview of new content on the magazine's website.

G. United Nations peace operations

33. The Department continued its close cooperation with the Departments of Peacekeeping Operations, Field Support and Political Affairs to promote and backstop United Nations peace operations, including through participation in the work of various thematic and country-specific integrated task forces and working groups led by the

Department of Peacekeeping Operations and the Department of Political Affairs on Colombia, Iraq, Libya, the Syrian Arab Republic and Yemen, among others.

34. The Department, jointly with the Department of Peacekeeping Operations, in January launched a multilingual multimedia campaign entitled "Service and sacrifice" to build greater public recognition of the individual service and sacrifice of peacekeepers from troop- and police-contributing countries. The campaign focuses on individual stories of peacekeepers that demonstrate acts of courage, sacrifice or compassion, with multimedia packages distributed through global and local channels. The campaign includes videos, social media content and print and audio stories. The first phase of the campaign is laying the foundation for a broader strategic communications initiative on the "value of peacekeeping". The Department has worked with United Nations information centres, peacekeeping operations and other partners to promote this campaign.

35. When Tanzanian peacekeepers were attacked in December in the Democratic Republic of the Congo, the Department worked with the Department of Peacekeeping Operations, the United Nations Organization Stabilization Mission in the Democratic Republic of the Congo, the information centre in the United Republic of Tanzania and the Regional Service Centre in Entebbe, Uganda, to highlight the sacrifices of the peacekeepers through videos, social media and outreach to media, in particular in the United Republic of Tanzania.

36. The Department continued to work with United Nations system partners both at Headquarters and in the region to promote better and wider understanding of the political efforts of the United Nations and its humanitarian response in the Syrian Arab Republic and neighbouring countries and to issue the weekly update entitled "Syrian crisis: United Nations response" to provide information and guidance on the latest United Nations activities to address the Syrian crisis.

37. The Department covered the activities of the Special Envoy of the Secretary-General for Yemen on various multilingual platforms and disseminated to media in New York and globally, through its information centres, communications materials produced by the United Nations country team in Yemen and the Office for the Coordination of Humanitarian Affairs.

38. The Department prepared a communications action plan in support of the closure of the United Nations Stabilization Mission in Haiti in October to highlight what the Mission had achieved and to emphasize how the United Nations would continue to support Haiti. As part of the planning team for the new United Nations Mission for Justice Support in Haiti (MINUJUSTH), the Department ensured that communications and public information needs were reflected in the planning process. In addition, the Department launched the MINUJUSTH website and social media platforms and, together with the Department of Peacekeeping Operations, supported the Mission with multimedia activities during its first weeks of operation.

39. The Department provided support to the communications team of the United Nations Mission in Liberia in connection with the Mission's planned closure in March. This included sending a staff member to Liberia to prepare a communications and implementation plan to communicate locally and globally on the work and achievements of the Mission and to explain why it was closing.

40. As a core member of the planning team for the United Nations Mission in Colombia, the Department supported the Mission's communications efforts as it closed down in September to highlight the fact that the Mission had fulfilled its mandate. It further supported the public information team with the opening of

the United Nations Verification Mission in Colombia the same month, setting up the website, advising on the use of the social media platforms and liaising with the Spokesperson of the Secretary-General.

41. In addition, the Department, working in cooperation with the United Nations peacekeeping operations in the Central African Republic, Cyprus, the Democratic Republic of the Congo, Haiti, Lebanon, Liberia, Mali, the Sudan, South Sudan and Abyei, as well as relevant information centres, conducted outreach to media in troop- and police-contributing countries on numerous occasions to promote the work of those peacekeeping missions.

42. In October, in partnership with the Department of Field Support and the Department of Peacekeeping Operations, the Department led the migration of the peacekeeping website (peacekeeping.un.org/en) to a new content management system; the redesigned website made for an improved user experience. The Department has continued to maintain the website, in close collaboration with the Department of Peacekeeping Operations and the Department of Field Support, in all six official languages. This has included the monthly provision of mission facts and figures, fatality statistics, information about troop contributors and various fact sheet updates.

43. The Department's role in coordinating crisis communications was again underscored by its chairing of the United Nations system-wide meeting at Headquarters on the humanitarian crisis involving the refugees from Myanmar. As the Rohingya crisis began to unfold, the Department in September established an inter-agency communications group to support United Nations communications and ensure the coherency of key messages. The Department's field offices have also been at the centre of crisis communications. Information centres in Bangladesh, Mexico, Myanmar and Trinidad and Tobago have been leading or supporting United Nations system crisis communications after devastating hurricanes and earthquakes, as well as during the Rohingya refugee crisis. Following the earthquake in central Mexico in September, the information centre in Mexico City reached over 7 million people through Twitter and Facebook messages.

H. Zero-tolerance policy on sexual exploitation and abuse

44. The Department has continued to implement and revise the Organization's communications strategy for combating sexual exploitation and abuse by United Nations personnel in cooperation with the Office of the Special Coordinator on Improving the United Nations Response to Sexual Exploitation and Abuse, the Victims' Rights Advocate, the Department of Peacekeeping Operations, the Department of Field Support and other United Nations entities. In September the Department designed and implemented a communications plan for the high-level meeting on the prevention of sexual exploitation and abuse that included informational banners, posters and signs. The Department has regularly updated the system-wide sexual exploitation and abuse website and arranged media briefings for the Special Coordinator.

I. Counter-terrorism

45. The Department continued to promote the counter-terrorism activities of the United Nations system, as well as the priorities of the Secretary-General outlined in his Plan of Action to Prevent Violent Extremism.

46. The Department chaired the Working Group on Strategic Communications and supported the development of its workplan, mapping ongoing and new projects of the United Nations Counter-Terrorism Centre related to strategic communications and the media and those of the Counter-Terrorism Implementation Task Force.

47. As a member of Working Group on Supporting and Highlighting Victims of Terrorism, the Department coordinated the production of a documentary, *Surviving Terrorism: Victims' Voices*, on the survivors of the Norway terrorist attack of 2011 as part of an Office of Counter-Terrorism project on amplifying the voices of victims of terrorism. In collaboration with the Office of Counter-Terrorism, a screening of the documentary and a round-table discussion on the resiliency of victims was organized at Headquarters in November. Furthermore, the Department conducted interviews in January with victims and representatives of victims' associations during an Office of Counter-Terrorism conference held in Accra, to be featured on the United Nations Victims of Terrorism Support Portal.

J. Migrants and refugees

48. During the period under review, the Department provided communications support to the Office of the Special Representative of the Secretary-General for International Migration during the consultative phase of the development of a global compact on safe, orderly and regular migration. This included producing social media content and organizing media interviews for the Special Representative in Addis Ababa, Bangkok, Beirut, London and New York. The Department developed the branding and logo for the global compact for safe, orderly and regular migration.

49. In the second phase of the intergovernmental process to adopt a global compact for migration, the Department, including a team from the information centre in Mexico City, provided communications support to cover a stocktaking meeting held in Puerto Vallarta, Mexico, in December; produced a video explaining the complex aspects of migration; drafted press releases and multilingual content for online platforms; coordinated media interviews for the Special Representative of the Secretary-General for International Migration and other senior United Nations officials; and updated and created content for the refugees and migrants website.

50. The Department in January globally promoted the report of the Secretary-General entitled "Making migration work for all" (A/72/643), both through information centres and in New York, in particular by coordinating two press briefings with the Special Representative, including one conducted remotely with journalists in Europe, hosted by the information centres in Brussels, Geneva and Vienna. Working with the Department of Economic and Social Affairs, the Department produced new infographics to highlight facts about and the benefits of migration, which were shared with information centres with the intent that they be broadly disseminated.

51. United Nations information centres continued to promote the "Together" campaign during the reporting period, establishing a wide range of partnerships with international institutions, civil society and the private sector and coordinating a global series of events to inspire action at the local level.

52. In September the information centre in Canberra, jointly with a local non-governmental organization, organized a seminar to empower women from migrant and refugee backgrounds to acquire new professional skills.

53. The information centre in Beirut in September produced an activity booklet for Lebanese children about the "Together" campaign and an animated movie, broadcast

on local television, to counter negative narratives about refugees and migrants living in Lebanon.

54. In October, working with partners from the United Nations system, the information centre in Washington, D.C., organized a presentation on migrants and refugees to one of the largest African-American church groups in the United States, with more than 2 million members.

55. Other information centres worked with the International Organization for Migration to promote the Global Migration Film Festival, including the information centre in Brussels, which organized film screenings in Sweden in October and Finland in November.

III. Information centre services

A. Multilingualism

56. The United Nations information centres communicate with local audiences in their languages for greater impact and reach, publishing information in 84[1] languages and producing, translating or recirculating press releases, fact sheets and other information from Headquarters and local United Nations system entities. The information centres produce newsletters in 11 languages on a weekly, monthly, bimonthly or quarterly basis.

57. By January the information centres had translated the Sustainable Development Goals, including the icons, into 61[2] languages. For example, the information centre in Moscow translated the Goals into Chechen, Mari, Tatar and Yakut, potentially reaching more than 5 million people in their native languages.

58. The information centres in Brussels and Port of Spain teamed up to produce information materials in Dutch on key United Nations issues. To reach its Dutch-speaking social media audience of more than 250,000 people, the information centre in Port of Spain produced short videos about the Sustainable Development Goals featuring Surinamese students and parliamentarians.

59. Of the 59 operational information centres, 33 employ local languages on their websites. The information centres also use local languages in their social media accounts. There are 69 Facebook accounts, of which 17 are in local languages; 68 Twitter accounts in 24 local languages; and 39 YouTube channels in 11 local languages. The information centres also use other social media platforms, such as

[1] Afrikaans, Akuapem Twi, Armenian, Asante Twi, Bafut, Bangla/Bengali, Bangwa, Basaa, Belarusian, Bemba, Chechen, Czech, Dagaare, Dagbani, Dangbe, Danish, Dioula, Dutch, Ewe, Ewondo, Fante, Filipino, Finnish, Frisian (Frysk), Fufulde (Burkina Faso), Fufulde (Cameroon), Ga, Georgian, German, Gonja, Greek, Gumalcema, Hausa, Hiligaynon, Hindi, Hungarian, Icelandic, Indonesian, Italian, Japanese, Kaonde, Kazakh, Kiswahili, Lozi, Lunda, Luvale, Malagasy, Mari, Moore, Ndebele, Norwegian, Nyanja/Chinyanja, Nzema, Persian, Pidgin English, Polish, Portuguese, Quechua, Sepedi, Sesotho, Setswana, Shona, Shupamum, Sinhala, Siswati, Slovak, Slovene, Swedish, Tamazight, Tamil, Telugu, Tonga, Tsonga, Turkish, Twi, Ukrainian, Urdu, Uzbek, Venda, Wolof, Xhosa, Yakut, Yoruba and Zulu.

[2] Afrikaans, Armenian, Bafut, Bangla/Bengali, Bangnwa, Basaa, Bemba, Chechen, Czech, Dioula, Dutch, Ewondo, Filipino, Frisian (Frysk), Fulfulde, Georgian, German, Greek, Gulmacema, Hausa, Hindi, Igbo, Indonesian, Italian, Japanese, Kaonde, Kiswahili, Lozi, Lunda, Luvale, Mari, Moore, Ndebele, Nyanja, Persian, Pidgin English, Polish, Portuguese, Quechua, Sepedi, Sesotho, Setswana, Shona, Shupamum, Sinhala, Siswati, Tamazigh, Tamil, Tatar, Telugu, Tonga, Tsonga, Turkish, Twi, Ukrainian, Venda, Wolof, Xhosa, Yakut, Yoruba and Zulu.

Aparat, Flickr, Flipboard, Google+, Instagram, LinkedIn, Livestream, Periscope, Pinterest, Slideshare, Snapchat, Telegram, Tumblr, Vimeo, Vine and VK, in addition to conducting digital outreach activities through text-messaging services in remote areas with low Internet coverage.

B. Strengthening United Nations information centres by providing strategic support, enhancing capacities and building synergies

60. The Department is reviewing the operational work and structure as well as the overall focus of its field offices to ensure that they remain effective in the rapidly changing global communications environment. The Department has identified areas for rationalization and cooperation and is creating stronger synergies among its centres, with larger offices providing support to information centres in their region. Shared languages, the pooling of expertise and capacity and the redistribution of resources where feasible help to ensure the efficient use and maximum impact of the centres.

61. In the context of ongoing discussions about the reform of the United Nations development system, the Department has been working with the Office of the Deputy Secretary-General, the United Nations Development Group and resident coordinators on how to optimize the contribution of the Department and its information centres to joint and integrated strategic communications.

62. In 2017, the Department prioritized the training of information centre staff to build their sustainable development, social media and multimedia skills, focusing on online instructor-led courses to ensure efficiency and geographical diversity. In total, 122 information centre staff members were trained.

63. This included training by the United Nations System Staff College on the 2030 Agenda, the review process and follow-up framework and the role of the Organization in supporting national implementation, as well as custom online training on social media for 50 information centre staff from around the world.

64. In November the Department brought together officers from national information offices in countries of the Commonwealth of Independent States and Eastern Europe for a workshop in Vienna that was focused on strengthening their digital storytelling skills and increasing regional collaboration.

65. To prepare for the deployment of Umoja in field offices, the Department organized workshops for administrative focal points from its information centres in the Americas and Asia.

66. The Department continued to increase its interaction with information centres on programmatic, administrative and financial topics, as well as on training, through cost-effective online meetings. In 2017 it held 82 live briefings (54 programmatic, 18 administrative and 10 training), reaching more than 1,600 participants, including journalists and members of the United Nations country teams and communications groups (an increase of 60 per cent compared with 1,000 participants in 2016). Recent sessions focused on crisis communications, United Nations development system reform, the seventieth anniversary of the Universal Declaration of Human Rights, briefings by the Spokesperson of the President of the General Assembly and discussions with the Department's Under-Secretary-General. Increasingly, information centres are also hosting online sessions, including for the purpose of engaging with other centres or with United Nations communications groups in the region.

C. Working with United Nations country teams and system entities

67. The United Nations information centres work in close collaboration with country teams and resident coordinators to ensure coherent and strategic messaging of United Nations issues and priorities, including of the United Nations Development Assistance Framework. They act as brokers for the communications needs of agencies and adapt global United Nations campaigns and messages to the local context. Guided by the concept of communicating as one, many take the lead in developing communications strategies and campaigns through the local United Nations Communications Group for joint observances, initiatives and online platforms, outreach to target audiences and promotion of activities of country team members. They also provide support for visits of senior United Nations system officials.

68. In addition to leading communications activities of local United Nations system offices in their respective regions, the offices located in Brussels, Geneva, Vienna and Nairobi provided strategic communications and media support to the United Nations team in Brussels and the United Nations Offices at Geneva, Vienna and Nairobi. They lead local communications groups, arrange speaking engagements, handle media accreditation for United Nations conferences and organize press conferences. In Geneva, Vienna and Nairobi, the offices manage visitor services and provide guided tours in the six official languages of the United Nations, as well as in Bosnian, Bulgarian, Croatian, Czech, Dutch, German, Hungarian, Italian, Kiswahili, Portuguese, Romanian, Serbian and Slovak, reaching more than 185,000 visitors in 2017.

69. The United Nations Regional Information Centre for Western Europe, located in Brussels, supports the communications activities of the United Nations in 22 countries in 13 languages and partners with European Union entities. The Centre ensures coherence in messaging and collaboration among United Nations entities in Europe by convening United Nations Communications Group meetings regularly in Brussels, Bonn and Paris and leads common, multilingual digital outreach for the United Nations entities in Brussels and Bonn. In June the Centre led digital outreach on behalf of the United Nations at the annual European Development Days event, the European Commission's primary forum on development. The Centre seeks to strengthen the vital partnership of the United Nations with European Union institutions, giving visibility to public information campaigns on common values such as the "Together" campaign, the Spotlight Initiative and human rights. In 2017 the Centre designed and produced an online board game to promote the Sustainable Development Goals to young people, a priority target audience. The game has been produced in English, French, Dutch, German, Greek, Spanish and Chinese, with versions in Italian, Portuguese and the five Nordic languages expected to be available by February 2018. Other information centres, including those in Kyiv and Rio de Janeiro, Brazil, are translating the game, which will be added to the website www.go-goals.org.

70. The United Nations Information Service in Geneva provides multimedia, radio, press, television, visitor services and webcast support to the United Nations Office at Geneva. The Service provided coverage of the United Nations conferences on Cyprus and the Syrian Arab Republic, meetings of the human rights bodies and meetings on disarmament. In 2017, the Service produced close to 1,000 press releases, 2,500 television features and 520 radio stories. The Service now has 500,000 followers on Twitter, Facebook and Instagram combined, and 1 million viewers on Flickr. The Service hosted 360 events for more than 1,000 journalists, co-organized the United Nations Geneva Open Day for 14,000 visitors and organized about 100 outreach and

educational programmes, including *Cine-ONU* film screenings and other events to commemorate international days and observances.

71. The United Nations Information Service in Vienna, which works with Vienna-based United Nations system offices, continued to promote awareness of United Nations activities and concerns in Austria, Hungary, Slovakia and Slovenia. The Service worked with the United Nations Communications Group in Vienna to showcase visuals and quizzes about the Sustainable Development Goals across the city's public transportation system, reaching 730,000 people daily for one week in September. In December, it also welcomed to the Vienna International Centre a group of young Slovaks who won a short film competition on the Universal Declaration of Human Rights for students aged 10 to 20 years.

72. The information centres worked with United Nations system entities in many other ways, namely:

(a) The information centre in Rabat provided strategic advice and media support to the symposium concerning the follow-up to the Rabat Plan of Action on preventing incitement to hatred, held in Rabat in December, co-organized by the Government of Morocco and OHCHR. It also supported the Alliance of Civilizations for its PEACEapp workshop in Tangiers for young people, including refugees and immigrants, to create digital games on social issues to facilitate intercultural dialogue;

(b) In October the information centre in Cairo initiated and coordinated the production of a digital photo exhibition, with captions in Arabic and English, on the country team's work in Egypt, with a focus on the implementation of the Sustainable Development Goals;

(c) In September the information centre in Lima promoted the Prize for Girls' and Women's Education of the United Nations Educational, Scientific and Cultural Organization, which was awarded to a Peruvian non-governmental organization for its project to empower girls from rural areas through quality science education;

(d) The information centre in Warsaw provided support to the Examinations and Tests Section of the Department of Management by administrating the young professionals programme competitive examination to Polish nationals residing in the country;

(e) In October the information centre in Rio de Janeiro created 50 social media cards and subtitled 20 short videos for a joint digital campaign of the country team that highlighted the work of the 21 United Nations system offices in Brazil, engaging more than 1.5 million people by generating 2,000 shares, 48,000 likes, 655,000 video views and nearly 2 million page views across digital platforms of the United Nations in Brazil;

(f) To enhance coherence, consolidate resources and avoid duplication, an increasing number of centres are merging the information centre and the United Nations country team websites and social media platforms. The information centre in Buenos Aires, for example, which manages the United Nations Argentina website (www.onu.org.ar/) and social media platforms, established editorial guidelines, produced original content and curated the work of other United Nations agencies. In 2017, the number of its followers on Twitter and Facebook increased by 30 and 50 per cent, respectively, and the number of Instagram followers grew by 240 per cent. Human-interest stories generated the highest number of views and the greatest level of interaction;

(g) Similarly, the information centre in New Delhi manages the merged website and social media accounts of the United Nations in India. It also created a

joint communications team with the Office of the Resident Coordinator and UNDP communications staff that is managed by the Director of the information centre;

(h) Information centres continued to provide strategic communications advice and media support during visits of more than 250 high-level United Nations system officials and delegations in 2017. The information centres work in close coordination with the Office of the Spokesperson of the Secretary-General, especially during visits by the Secretary-General, as well as with Member States and local media, to maximize the impact of such visits. Information centres also provide support for visits to their country or region by members of the Security Council. The information centre in Ouagadougou, for example, promoted the visit of Council members to the Sahel in October by mobilizing national and international media and coordinating interviews and press statements by Council members.

D. Partnerships

73. The information centres continued to forge partnerships to build support for and understanding of the work of the United Nations at the local level. In addition to traditional partners, such as Governments, civil society organizations, media and educational institutions, information centres are increasingly engaging with the creative community, cultural institutions, sports associations, faith-based groups and the private sector to raise awareness of key United Nations issues for greater results and impact.

74. To commemorate Human Rights Day jointly with the European Union, the information centre in Islamabad, numerous embassies, the Pakistan National Council of the Arts and the Goethe Institute screened 25 documentaries on human rights in universities across Pakistan.

75. The information centre in Tokyo has a long-standing relationship with Yoshimoto Kogyo, Japan's entertainment conglomerate. Together they have launched an innovative Sustainable Development Goals awareness-raising initiative at the Okinawa International Film Festival, held in April, which uses the power of comedy to convey messages about the Goals. The partnership also included a number of Sustainable Development Goal-themed events and activities at the Kyoto International Film and Art Festival in October.

76. In November the information centre in Dakar partnered with a local youth association to broadcast programmes relating to the Sustainable Development Goals on community radio stations and through mobile radio studios in remote areas of the country, facilitating local audience engagement in Diola, French, Fulani and Wolof.

77. During the reporting period, the information centre in Bogota partnered with the National Indigenous Organization of Colombia to translate its *Voces Unidas* radio programme into various indigenous languages on an ongoing basis, broadcasting the programmes across 24 local radio stations and online.

78. The information centre in Washington, D.C., jointly with George Washington University and the Organization of American States, organized an exhibit on the transatlantic slave trade that was followed by the premiere screening of the film *Familiar Faces Unexpected Places: A Global African Diaspora*.

79. Through media partnerships, information centres also helped to amplify the call of the Secretary-General for prevention and accountability to build and sustain peace and security. For example, the information centre in Cairo translated and disseminated

key materials on the visit of the Secretary-General to the Central African Republic, which resulted in increased media pick-up and local audience engagement.

80. Some information centres established new or maintained existing partnerships with local radio and television stations to promote the Sustainable Development Goals and other key United Nations initiatives and messages locally. For example:

(a) The information centre in Beirut teamed up with the Lebanese radio station Sawt Lubnan and the television station Tele Liban to promote the Goals;

(b) The information centre in Pretoria worked with Radio Islam, a community radio station in Johannesburg, to produce a weekly programme entitled "UN Report";

(c) The information centre in Bogota worked with the State-owned national broadcaster RTVC Sistema de Medios Públicos to air United Nations programmes on a weekly basis across 51 radio frequencies;

(d) The information centre in Islamabad, together with Radio Pakistan, is broadcasting a "UN Perspective" programme on 64 AM and FM channels across 95 per cent of the territory, reaching 98 per cent of the population;

(e) The information centre in Lagos partnered with Radio Nigeria to air a weekly 15-minute programme on the work of the United Nations in Nigeria and the Sustainable Development Goals, with the potential to reach a Yoruba-speaking audience of 40 million.

E. Outreach to young people

81. Model United Nations programmes remain effective in engaging with young people on issues of global concern. In November the Department organized an online briefing on managing Model United Nations programmes for participants from 23 information centres to promote knowledge-sharing and strengthen programme delivery. In 2017, 21 centres organized Model United Nations conferences, with some 12,000 students participating. Supported by the information centre in Bogota, the Model United Nations in Colombia, held in November, involved 2,800 students and 300 teachers from more than 200 schools. The information centre in Dhaka, together with national university partners, mobilized 450 student delegates to participate in a four-day-long Model United Nations in December on key issues, including the Sustainable Development Goals, the Rohingya crisis and migration.

82. During the reporting period, information centres organized many other outreach activities to promote the work and priorities of the United Nations to young people. For example:

(a) The information centre in Kathmandu engaged 800 schoolchildren in the Kathmandu Valley on the issue of gender-based violence;

(b) The information centre in New Delhi, together with an association of 160 senior secondary schools across India and a private sector company, mobilized more than 1,000 students from 15 New Delhi schools to participate in a silent march to protest air pollution and climate change. The march was a culmination of a student-led campaign in which students visited the sites of major sources of air pollution in the city. A press conference by student reporters about their experiences and possible solutions to the problem was covered extensively in local and international media;

(c) For United Nations Day, on 24 October, the information centre in Accra, jointly with the United Nations country team, the Ghanaian foreign ministry and the

Ghana United Nations Students Association, organized three days of outreach to high school students in eastern Ghana, designating student advocates to promote the Sustainable Development Goals;

(d) The information centre in Lusaka promoted the Sustainable Development Goals to 250 young people from all provinces of Zambia, who participated in an inaugural national youth conference on the Sustainable Development Goals in Southern Africa;

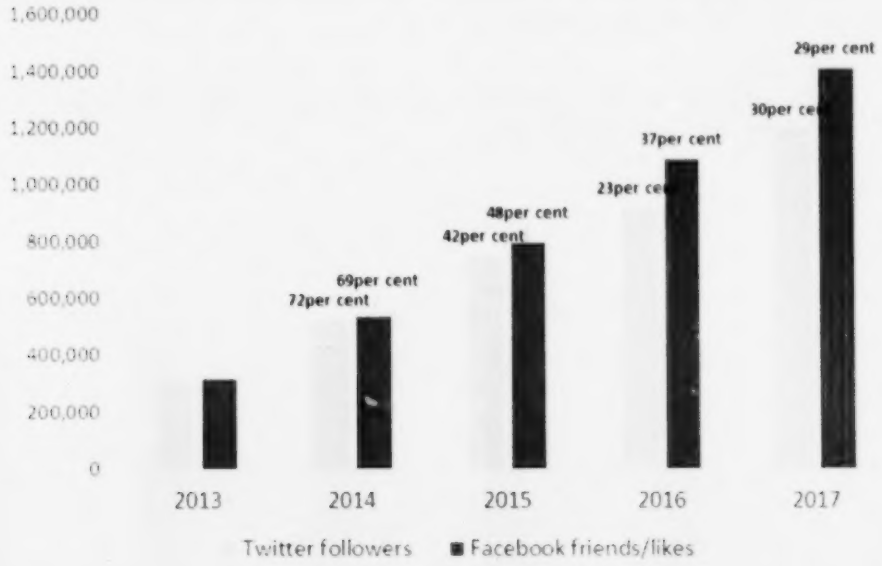
(e) The information centre in Rabat promoted the first Twitter chat of the Secretary-General's Envoy on Youth to Moroccan youth in October;

(f) The information centre in Tehran engaged more than 1,500 young people on the work of the United Nations during the Fourth International Youth and Wealth Creation Symposium, organized by the Isfahan Chamber of Commerce, Industries, Mines and Agriculture.

83. The increasing use by information centres of social media platforms in addition to more traditional platforms has helped to amplify the message of the Organization worldwide, especially to youth (see figure I).

Figure I

Twitter followers and Facebook likes of United Nations information centres and their percentage increase, 2013–2017



F. Measuring impact

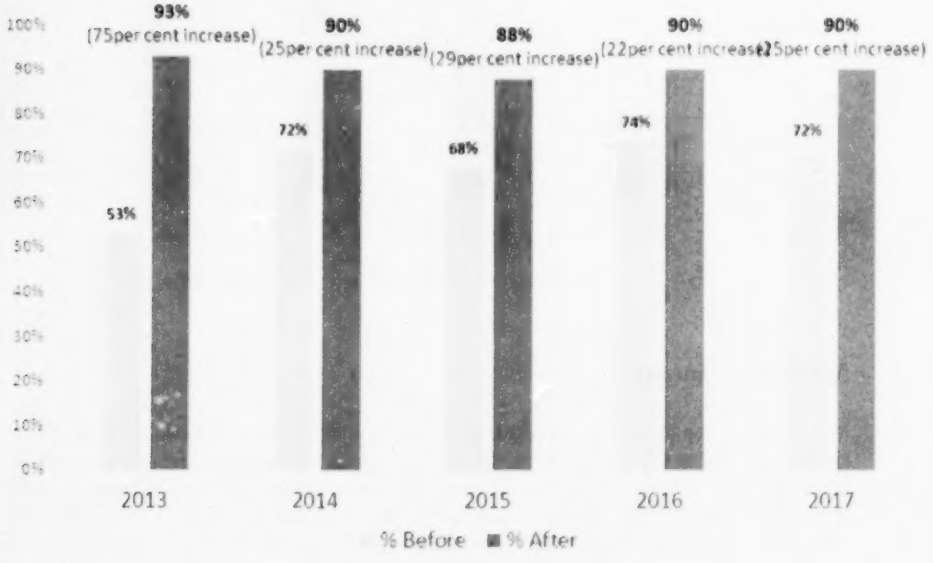
84. As the Department is monitoring its work with a new emphasis on coherence, clarity and impact, it is increasingly relying on its information centres to provide feedback on local responses to United Nations communications campaigns and initiatives. Monitoring and evaluating press coverage is a way to gauge the effectiveness of the Department's media campaigns. The regular conduct of such

analyses allows for comparisons across communications campaigns and enables greater organizational learning. It also permits the Department to evaluate its ability to convey messages, address or counter incorrect messages and generate favourable coverage. Such analyses provide insights leading to improved decision-making and performance. In support of those activities, in 2017 the information centres provided in-depth analyses of 2,500 media articles. Those analyses were used to provide feedback on specific communications campaigns, such as that for the Ocean Conference, held in New York in June, on which information centres provided coverage from 70 countries in 24 languages, and feedback for the Secretary-General and his team, on, for example, the media impact of his missions to specific countries and regions. They have also made possible a comparative analysis of the impact of the Secretary-General's New Year's message from year to year.

85. Collecting feedback directly from end users allows the Department to measure the usefulness, relevance and reach of its products and activities and assess how its stakeholders are making use of its services. In 2017 the information centres collected feedback from over 6,000 briefing participants. More than 90 per cent of participants said the briefings had improved their understanding of the work and issues of the United Nations. More importantly, such information centre programmes are significantly improving support for the United Nations. In a comparison of opinions about the United Nations before and after participation in a centre programme, almost twice as many participants rated their opinion of the United Nations as "very positive", and the number of participants with a negative view of the Organization dropped by 55 per cent (see figure II).

Figure II

Positive opinion of the United Nations before and after information centre briefings, 2013–2017 (percentage)



G. Conclusion

86. Against the backdrop of what the Secretary-General has described as a "world in reverse", the Department of Public Information has launched a number of communications campaigns, including the revitalized umbrella campaign entitled "Sustainable Development Goals: 17 Goals to transform our world", a campaign to promote the seventieth anniversary of the Universal Declaration of Human Rights, the Climate Action campaign in the lead-up to the Secretary-General's 2019 climate summit, the Spotlight Initiative to eliminate violence against women and girls, a campaign to draw attention to the service and sacrifice of peacekeeping troops and a campaign to support the negotiations on global compacts on migration and refugees.

87. The key communications objectives are being rolled out with an emphasis on clear and consistent branding; storytelling that captures newsier, more human-centred content; impact measurement to track results more effectively; and using digitally driven content to reach the global public, in particular, the young, on the platforms on which they are consuming information.

88. The communications campaigns are aimed at improving coherence across the United Nations system through the coordination platform of the United Nations Communications Group both at Headquarters and at the country level, as led by the Department.

89. The United Nations information centres play a key role in the implementation of campaigns and outreach. The Department will continue to strengthen their capacities, enhance coordination and interaction with field offices and create synergies to revitalize and reposition information centres to better respond to the ever-changing communications landscape and to ongoing reform initiatives.

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Consideration of reports submitted by the Secretary-General

Activities of the Department of Public Information: news services

Report of the Secretary-General

Summary

The present report, prepared in accordance with General Assembly resolution 72/90 B, provides a summary of the key advances made by the Department of Public Information from September 2017 to March 2018 in promoting the work of the United Nations to a global audience through its news services.

The news services subprogramme, one of three subprogrammes of the Department, is implemented by its News and Media Division. Its objectives are to support the United Nations through high-quality, relevant and timely information products concerning the Organization's activities across multimedia platforms in multiple languages and to increase the geographic range and frequency of the use of its products by media outlets and other users.

The activities carried out under the other two subprogrammes of the Department, namely, strategic communications services and outreach and knowledge services, are described in separate reports of the Secretary-General (A/AC.198/2018/2 and A/AC.198/2018/4, respectively).

* Reissued for technical reasons on 8 March 2018.
** A/AC.198/2018/1.

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I. Introduction

1. In its resolution 72/90 B, the General Assembly took note of the reports of the Secretary-General on the activities of the Department of Public Information submitted for consideration by the Committee on Information at its thirty-ninth session (A/AC.198/2017/2, A/AC.198/2017/3 and A/AC.198/2017/4) and requested the Secretary-General to continue to report to the Committee on the activities of the Department.

2. The Department hereby submits the information requested on news services.

3. The present report covers the services provided by the News and Media Division, highlighting progress made in multilingual multimedia production, including radio, television, video, photography, print, Internet and social media. It also places emphasis on the use of multilingualism with respect to the websites managed by the Department and other content created by the Department, whether for digital or traditional platforms.

II. Overview

4. The Department produces and delivers accurate and timely news and information products for global audiences and media partners, responding to rapidly evolving information consumption patterns while continuing to produce content for traditional media. Working in the six official languages of the United Nations, as well as Kiswahili and Portuguese, the Department adheres to the Committee's priorities and guidance as it expands audience reach across audio, video, print and digital platforms.

5. In line with the Committee's call for a sustained culture of evaluation that enables the Department to focus its messages and products for the greatest impact and reach, the Department uses evaluation metrics and feedback in its work, including an audience impact study conducted at the Committee's request in 2016. As part of this ongoing effort, the News and Media Division developed a more targeted daily metrics dashboard for statistical monitoring and information on audience reach and engagement across its web properties.

6. The Department also created special multimedia features to provide clear information for general audiences on different platforms. An example is a new information hub on the website of the Organization (www.un.org) entitled "The Essential UN", available in all six official languages. It provides readily accessible information on the Organization's work and priorities, aimed at dispelling myths by presenting facts. In tandem, the Department produced a short explainer video entitled "What is the UN?" that was adapted for multiple languages. For social media users, a series of 16 images focusing on how the United Nations makes a difference in the lives of everyone, everywhere, was captioned in the six official languages, as well as Kiswahili and Portuguese.

III. Digital

A. United Nations website

7. During the period from 1 January to 29 November 2017, the macro website of the Organization (www.un.org) and the multilingual gateway to the United Nations globally registered audience growth of 7.5 per cent, reaching 42 million unique users (the number of people who visit a website), and an engagement increase of 5 per cent, with 144 million page views (the number of times that content was viewed).

8. While the English-language website continued to register the greatest number of users (see figure I), the websites for the Arabic, English and Spanish languages registered the most growth in reach (see figure II).

Figure I
Unique users, by language, 1 January–29 November 2017

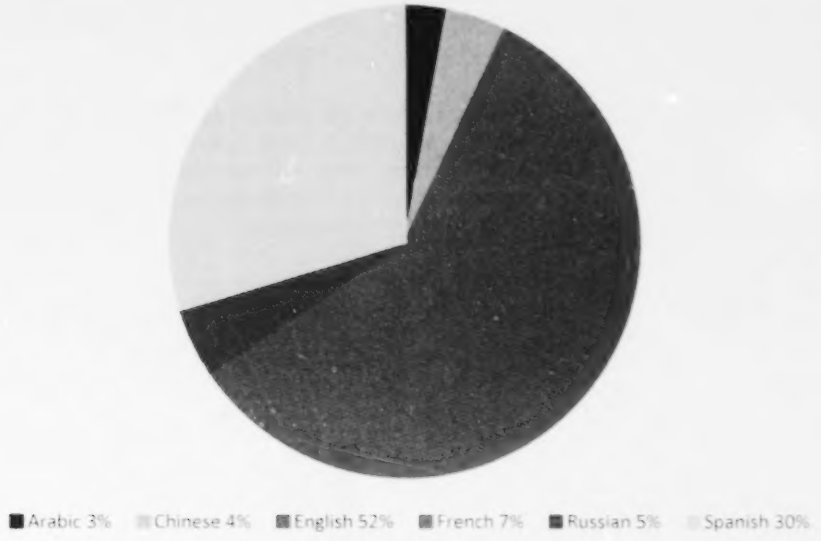
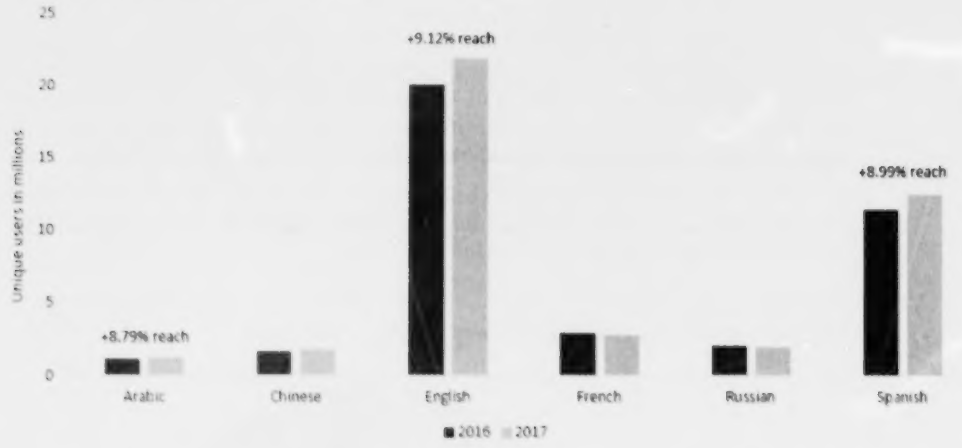
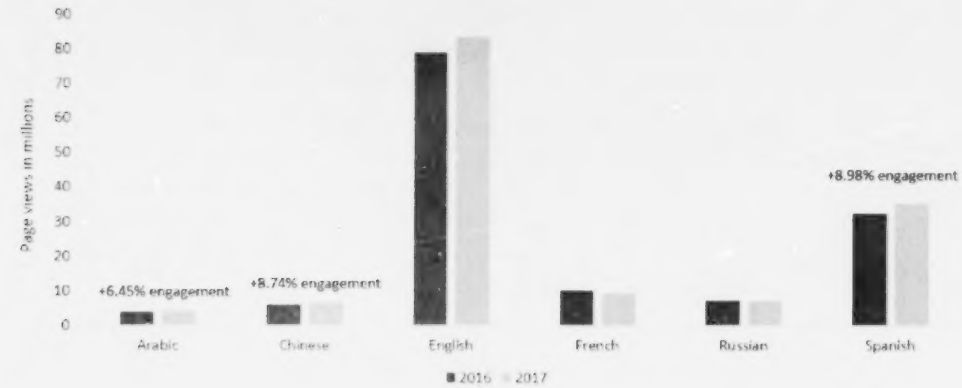


Figure II
Reach, by language, 1 January–29 November 2017



9. The websites in Spanish, Chinese and Arabic registered the most growth in engagement, at more than 8.9 per cent, 8.7 per cent and 6.4 per cent growth, respectively (see figure III). The Department will continue to monitor and evaluate audience behaviour on the basis of the available data so as to develop optimal ways of addressing audience variation between languages.

Figure III
Engagement by language, 1 January–29 November 2017



10. Dwell time on the United Nations website also increased, with the average time spent on each page by each viewer increasing from 2.5 minutes to 3 minutes. This is a significant duration by industry standards, indicating a notable depth of engagement with audiences.

11. As the custodian of the macro website, the Department continued to apply strict multilingualism criteria to requests from author departments for new pages and sites and to work with partners such as universities to increase the availability of substantive content across the wider website, with a view to achieving language parity. All of the top pages managed by the Web Services Section are multilingual and fully accessible to persons with disabilities.

12. Significant sites launched during the reporting period include:

- Office of Counter-Terrorism (www.un.org/en/counterterrorism/)
- Preventing sexual exploitation and abuse (www.un.org/preventing-sexual-exploitation-and-abuse/)
- Sustainable Development Goals media zone (www.un.org/sdgmediazone/)
- Spotlight Initiative to eliminate violence against women and girls (www.un.org/en/spotlight-initiative/)

13. Multilingual and accessible microsites were also developed for new international observance days.

14. As part of its ongoing commitment to harmonizing visual branding across the United Nations websites, the Department redesigned the General Assembly site (www.un.org/en/ga/) to ensure that its content is more readily accessible and searchable. The fully multilingual website of the President of the General Assembly was relaunched in September with an updated design that serves to improve the user experience and the presentation of the President's key priorities.

15. During the reporting period, the United Nations home page (www.un.org) was upgraded and several new features were introduced to improve the user experience and make it more engaging. These changes include an expansion of multimedia features on the site, including more video and photo sections, graphics relating to global issues on the United Nations agenda and weekly featured content from organizations of the United Nations system. Among other technological additions, a "Donate" button was introduced on the site in July 2017 to allow visitors to donate to those agencies, funds and programmes that accept donations. More than 2,000 separate donations have since been received.

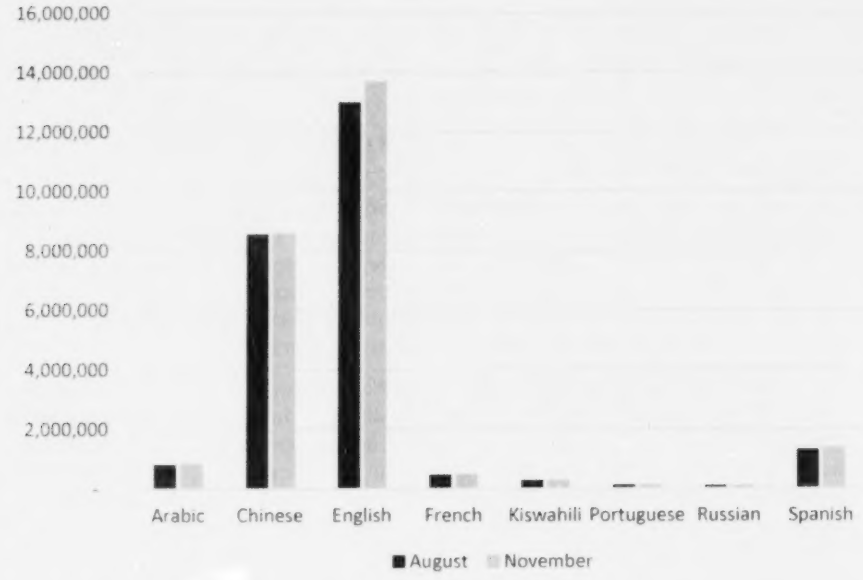
16. The Department is continuing to oversee and manage the implementation of the macro website analytics tracker for the Secretariat's public web properties. This ensures balanced and impartial measurement of the reach and impact of all content published on proprietary websites by the United Nations, regardless of the platform on which that content is consumed.

B. Social media

17. At its thirty-ninth session, the Committee on Information requested that the Department report on how it would ensure greater balance with regard to multilingualism in developing its social media presence. In August 2017, the Department strengthened its multilingual social media activities by placing the flagship corporate accounts under the management of a single dedicated multilingual social media team. From the start, the team has worked towards language parity by developing and implementing the Department's overall multilingual social media strategy. The result has been more coherent messaging with significantly greater impact in the six official languages, as well as in Kiswahili and Portuguese.

18. Audience reach and engagement for the flagship accounts has grown markedly since the inception of the multilingual social media team. In the first four months of the new team's existence, the accounts attracted more than 1 million additional fans or followers, bringing the total (including Facebook, Instagram, Twitter, WeChat and Sina Weibo) as at January 2018 to more than 30 million across all languages (see figure IV).

Figure IV
Followers of United Nations flagship social media accounts by language, August–November 2017



19. While audience sizes and rates of engagement increased across languages, they were particularly high among Arabic- and Spanish-speaking audiences. For example, a video in Spanish created to commemorate the seventieth anniversary of the Universal Declaration of Human Rights was viewed more than 900,000 times. Similarly, a video in Arabic on the Organization's humanitarian relief efforts in Yemen was watched at least 350,000 times.

20. During the high-level segment at the seventy-second session of the General Assembly, more than 100 pieces of unique content, including messages delivered directly by world leaders, were created by the multilingual social media team at the VIP social media space. One of the most popular pieces was a live video interview on Facebook with the Secretary-General, which received over 1 million views during the high-level segment, making this the Organization's most popular video ever on Facebook.

21. Recognizing that every social media platform has unique criteria for content and that most social media fans and followers struggle with information overload, the social media team developed a more tailored and targeted strategy that is aimed at distributing content to audience groups on the basis, increasingly, of profile data, rather than simply attempting to drive users to multiple platforms. This audience-

facing, data-driven approach enabled the team to focus its production activities on two types of content: timely, engaging material that is optimized for each language and platform audience and material that explicitly shows the impact, relevance and cost-effectiveness of the work of the United Nations.

IV. News services

22. The work of the multilingual multimedia news services has undergone significant changes, with increased requests for support for major conferences and campaigns. As demand has increased, units have worked together across platforms to produce and share content that is timely, engaging and relevant for radio and other media partners, as well as for global audiences.

23. The Department took note of statements made by delegations at the thirty-ninth session of the Committee on Information with regard to the need to communicate with diverse audiences across multiple demographics while continuing to produce audio content for radio and other traditional media programming. The Department continues to work to bridge the digital divide, ensuring that audiences have access to traditional and new media across diverse languages and platforms. The news and video teams forge new partnerships with both traditional and new external media outlets to increase information dissemination.

A. Video and television

Video production

24. The Video Section continued to produce a wealth of features in different languages for global broadcast partners. In addition, the Section increased its production of multilingual video content for different platforms, reaching out to youth audiences via partnerships and captioning video for viewing on mobile devices. The Section is working to improve outreach to youth by partnering with mobile-first platforms such as NowThis, which reaches 65 million young people on their mobile phones through social media. The Section started exploring the creation of virtual reality films highlighting the Organization's efforts to reach remote communities to deliver aid.

25. During the reporting period, the Section produced videos for high-level events, including a curtain-raiser for the high-level meeting on the prevention of sexual exploitation and abuse and the European Union-United Nations Spotlight Initiative to eliminate violence against women and girls. A video on climate change that was produced for Heads of State and Government and screened at the opening of the General Assembly received more than 100,000 views on the Organization's flagship social media accounts and was repurposed for the One Planet Summit held in Paris in December 2017 and hosted by the World Bank, the United Nations and the Government of France.

26. Other videos highlighting the newly established Office of Counter-Terrorism, the work of Member States and events held to mark World Humanitarian Day were made available in the six official languages, along with Kiswahili and Portuguese. A video on climate, produced to coincide with the United Nations Climate Change Conference held in Bonn, Germany, in November 2017, was translated into Chinese and French.

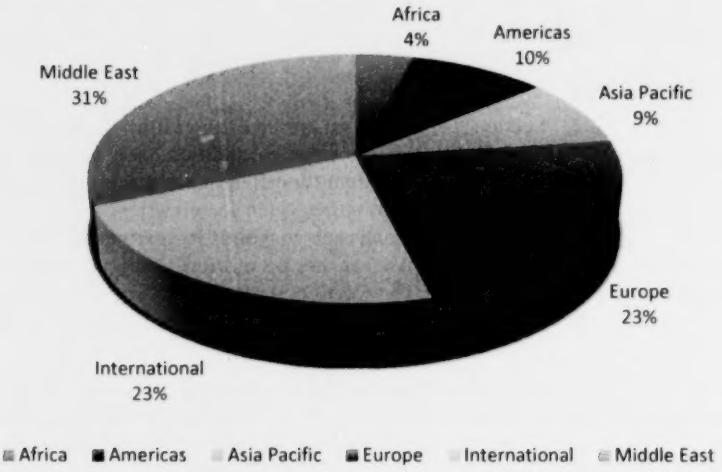
27. To engage youth audiences, the Video Section partnered with NowThis to produce a behind-the-scenes film with the newly appointed Envoy of the Secretary-General on Youth during her first General Assembly session. Building on this partnership, the Section produced a piece with a Yazidi girl documenting the atrocities that she lived through. Her testimony and the work of the United Nations to support the Yazidis was featured in a piece by NowThis released in November 2017.

UNifeed

28. The Department's news video syndication package, UNifeed, continued to be a key source of important footage for broadcasters around the world, delivering timely broadcast-quality video from Headquarters in New York and peacekeeping missions, as well as more than 40 partner agencies, funds and programmes.

29. In September 2017, UNifeed materials were aired by broadcasters around the world 7,147 times (referred to as "hits" in figure V below). In the three months from September to December 2017, UNifeed footage was used by broadcasters 25,683 times, with a significant minority of these hits (31 per cent of the total) accounted for by broadcasters in the Middle East.

Figure V
UNifeed hits by region, September–December 2017



30. To reach broadcasters anywhere in the world, UNifeed began using LiveU connectivity, which allows it to broadcast information from remote areas. This technology was used for the first time during the Secretary-General's trip to the hurricane-affected areas in the Caribbean in October 2017. In addition, UNifeed was able to broadcast the Secretary-General's activities direct from the Central African Republic and provide content for the Department's multimedia news operations to use on their platforms.

Webcasting

31. The Department has regularly sought ways to improve and expand the Organization's live and on-demand webcast services on multiple platforms, including

mobile devices. Most open meetings in New York, Geneva and The Hague, as well as press briefings, media stakeouts, special events and other major United Nations conferences, were webcast live and on demand through United Nations Web TV in all six official languages.

32. The webcast website is reaching a growing number of audiences in more than 210 countries and territories. Over 60,000 videos have been made available on the website for on-demand access.

33. For the first time, the Department provided live streaming of the General Assembly's general debate on four platforms: United Nations Web TV, the United Nations channel on YouTube, Facebook and Twitter (@UNWebTV). This multiplatform streaming brought the debate live to more than 10 million users watching and listening in 217 countries and territories. In addition, a video of every speech given at the general debate was made available separately for on-demand viewing in the six official languages.

United Nations channel on YouTube

34. By the end of 2017, the audience of the United Nations channel on YouTube (www.youtube.com/unitednations) exceeded 41 million, a 57 per cent increase compared with the previous year. The number of subscribers increased by 70 per cent, approaching 200,000. The Department's round-the-clock channel, managed by its Television Broadcast and Facilities Unit, is also available on YouTube. Users have provided thousands of comments and shared their views.

Live coverage, television broadcasting and facilities

35. The Department continued to provide the global media, including broadcasters, with gavel-to-gavel, high-definition live feeds of events with embedded audio in the six official languages. These events included meetings of the General Assembly and the Security Council, press conferences and media encounters, as well as international conferences sponsored by organizations of the United Nations system. In addition, the Organization's television studio operations produced video messages from the Secretary-General and other senior officials.

B. Radio, print and multimedia coverage

36. One of the major projects of the past year was the development of a new integrated news platform, UN News (https://news.un.org), in the six official languages, Kiswahili and Portuguese. Text, radio, photos, video and graphic content can now be published on a single multilingual platform. This represents a significant change in the way the Department's news and features are disseminated. Bringing together all content formats on one platform and extending the same supporting technology to each language contributes to ensuring language parity.

37. Through the multimedia website, news and feature stories with audio, microvideos, text and photos are made available to consumers and radio partners in a single online news hub and can be dispatched by email in the eight languages mentioned above. In keeping with industry practices, the news portal incorporates such features as the Pocket service, which allows the consumer to save a story and read it later; a playlist function for viewing or listening to content in one go; news-related feeds; and multiple sharing tools. As access to mobile communications technology increases around the world, much of the Organization's content is being

created in a mobile-friendly form. During the reporting period, the Organization's single most popular app, the UN News Reader app, was enhanced and rendered media rich and multilingual.

38. The eight UN News language units provide coverage of news from across the United Nations system and produce features on the Organization's work and priorities while also responding to the needs of their respective audiences and addressing issues of particular interest to them.

39. The Arabic Language Unit fed coverage of topical issues such as migration, refugees, and peace and security to both traditional and non-traditional media outlets. To engage Arab youth, who are increasingly using digital media, the Unit adapted its stories for dissemination through social media. In addition, the team conducted interviews with United Nations officials working in the Arab region, such as the humanitarian coordinators for Iraq and Yemen and senior United Nations officials dealing with the Syrian crisis, as well as country representatives of the Office of the United Nations High Commissioner for Refugees, the United Nations Population Fund and the United Nations Children's Fund in Jordan, Lebanon and the Syrian Arab Republic. The Special Representative of the Secretary-General for Libya and Head of the United Nations Support Mission in Libya was interviewed shortly after his appointment, and the resulting UN News report served to explain his plan and priorities to the Libyan people and global audiences.

40. During the high-level meetings of the General Assembly, the Arabic Language Unit served as a credible source of information for its regional audiences as well as for members of the media and other organizations. One of the highlights was the reporting of an early reaction from a representative of the United Nations Entity for Gender Equality and the Empowerment of Women (UN-Women) in the region as soon as Saudi Arabia announced its decision to lift a prohibition on women driving. The information was shared across languages and the story resonated widely across platforms. Another story of particular interest concerned the General Assembly resolution on the status of Jerusalem, which also received an energetic response on social media. During the reporting period, the Unit also highlighted activities by Member States in support of the United Nations, such as the contribution of Oman to the digitization of the Organization's audiovisual archives.

41. The Chinese Language Unit strengthened its strategic partnerships with major radio stations, including China National Radio, Radio Beijing, Radio Shanghai and China Radio International. Through end-to-end live link-ups with China National Radio, scheduled for high-traffic periods when large numbers of listeners were tuning in, the Unit made it possible for United Nations information to reach audiences estimated to be in the millions. On Earth Day, UN News reached an estimated audience of 50 million in central and eastern China by sharing its programmes on the environment with Radio Shanghai.

42. The Chinese Language Unit made new efforts to increase audiences outside China through partnerships under the Global Chinese Broadcasting Cooperation Network with more than 40 Chinese-speaking radio stations in all parts of the world. Stations in New York and Melbourne routinely used the Unit's news and feature programmes. On the occasion of Chinese New Year, a link-up with these outlets reached audiences in North America and Australia.

43. The Unit also attained tangible results with its multimedia content. The video of the remarks made by the Minister for Foreign Affairs of China during the general debate of the General Assembly was viewed more than 1,600,000 times, while a series

of videos of the Secretary-General's visit to the hurricane-hit Caribbean countries in October 2017 was viewed some 42,000 times on the Miaopai video platform of Sina Weibo.

44. The English Language Unit continued to lead the production of innovative news content for diverse audiences and more "evergreen" content providing succinct answers to basic questions about the Organization. The seventy-second session of the General Assembly saw the creation of the first "@UNGA today", a short daily video jointly produced during the high-level segment by UN News and UN Video and highlighting key moments of each day. These videos were among the most popular posts on the social media platforms of UN News for September 2017, with nearly 50,000 views on Twitter and Facebook. The number of page views on the English website of UN News reached more than 3 million from September to December 2017. During the high-level segment of the Assembly, page views surged by some 200 per cent. The UN News social media platforms also attracted a great deal of attention and enjoyed sustained growth, reaching close to 500,000 followers on Facebook and over 300,000 on Twitter.

45. United Nations radio products in English continued to perform well, registering some 250,000 downloads by radio partners and direct listeners during the September–December period. Podcasting is now being built up to a weekly show focusing on a range of compelling issues, including counter-terrorism, peacekeeping and cyberbullying.

46. The print and radio output of the French Language Unit of UN News continued to increase, attracting users around the globe. The high-level segment of the General Assembly saw a spike in weekly page views to reach a figure that was 20 per cent higher than average. During the General Assembly, the Unit interviewed Heads of State and Government from Burkina Faso, the Central African Republic, Madagascar and Senegal, the Special Representative of the Secretary-General for Central Africa and the Special Envoy of the Secretary-General for the Great Lakes Region. The Unit's audio products were downloaded at least 100,000 times by radio broadcast partners and direct listeners worldwide.

47. Stories about United Nations experts on anti-terrorist legislation and the visit of the humanoid robot Sophia for a United Nations event were among those that garnered the most interest, as did stories relating to events and issues in francophone Africa and coverage relating to health and climate change, including the United Nations Climate Change Conference held in November 2017. When the Secretary-General visited the Central African Republic in October 2017, the French Language Unit provided comprehensive online, video and audio coverage for its target audiences. His visit in the same month to the Caribbean islands devastated by Hurricanes Irma and Maria generated significant attention on the UN News social media platforms in French, which have been attracting a steadily increasing number of followers over the past year.

48. The French Language Unit reinforced its programming for francophone Africa, including through coverage relating to regional envoys and senior humanitarian officials, as well as representatives of United Nations peacekeeping missions in the Central African Republic, the Democratic Republic of the Congo and Mali. The Unit worked with the Department's Africa Section to highlight stories directly relevant to target audiences. In addition, it enhanced its efforts to create, or produce the French version of, videos such as *The Week in Review* and *The Week Ahead*, and also to produce French versions of videos created by other UN News language units. The Unit also interviewed officials from the International Organization of la

Francophonie, including its Secretary-General, Michaëlle Jean, and the new Permanent Observer to the United Nations.

49. The Kiswahili Language Unit continued to serve as an important source of information for audiences in Eastern Africa and the diaspora. Coverage related to, inter alia, the 2030 Agenda for Sustainable Development, human rights and the role of such troop contributors as Kenya and the United Republic of Tanzania in peacekeeping. The Unit enhanced its multimedia production by creating Kiswahili versions of videos, including most messages from the Secretary-General, with a focus on quality and impact. These efforts resulted in a boost in impact, including a 150 per cent increase in the number of subscribers to the Department's Kiswahili channel on YouTube. The Unit also entered into new partnerships in the reporting period, including in Somalia and the United Republic of Tanzania, with traditional and online radio stations, as well as online blogs.

50. In the wake of the deadly attacks on Tanzanian peacekeepers in the Democratic Republic of the Congo in December 2017, the Kiswahili Language Unit, working with the United Nations Information Centre in Dar es Salaam, played a critical role in obtaining information and reaching out to partners, such as the Tanzania Broadcasting Corporation, for footage to be used across languages and platforms and in delivering the Organization's message to Kiswahili speakers. The Unit's interview with the Minister for Foreign Affairs of the United Republic of Tanzania swiftly provided accurate information and was widely rebroadcast.

51. The Portuguese Language Unit reached audiences in Latin America, lusophone Africa, Europe and the wider diaspora, working with media partners both within and outside the United Nations and responding to audience interest in the context of the sizeable following generated by the Secretary-General. New partnerships with traditional and new media outlets were established during the reporting period, including in Angola, Brazil and Cabo Verde.

52. The Portuguese Language Unit continued its daily news programme, *Destaque ONU News*, featuring interviews with lusophone ambassadors and high-level United Nations officials. The programme allows audiences to participate with comments and questions through digital engagement platforms, and some segments have been picked up by other media outlets. The Unit also conducted Facebook Live interviews, including one in September 2017 with the Force Commander of the United Nations Stabilization Mission in Haiti ahead of the closure of the Mission, which reached over 70,000 people in less than 24 hours. During the high-level segment of the General Assembly, the Unit interviewed lusophone Heads of State and Government. Its interview with the President of Brazil was broadcast nationwide by the Brazilian network NBR and used by other popular outlets.

53. The Russian Language Unit strengthened its status as a reliable source of information about the work of the United Nations for Russian-speaking audiences worldwide. It produced news and features on critically important global issues on the Organization's agenda, such as migration, climate change, human rights, peacekeeping, sustainable development and the status of women, while also producing content on areas of particular interest to Russian-language audiences. During the reporting period, the Unit played a leading role in developing and testing the new integrated UN News site as part of the first phase of the launch of the site in the eight languages.

54. Multimedia stories produced by the Russian Language Unit were picked up and rebroadcast by a growing number of news agencies, broadcasters, print media,

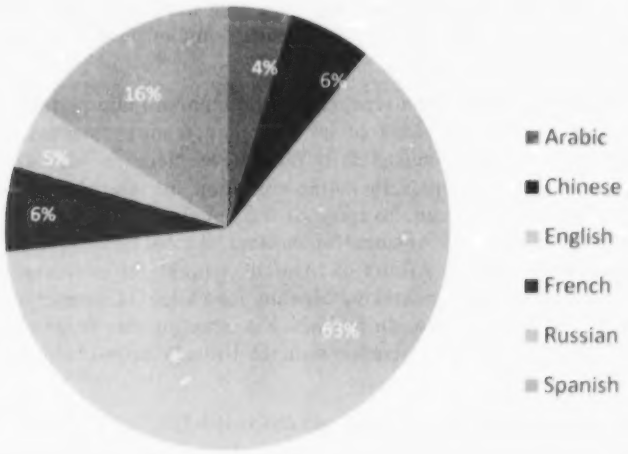
non-governmental organizations and educational institutions. Audience engagement also increased, owing largely to the Unit's use of creative multimedia approaches to providing information. For example, the Unit produced and adapted short video clips and other multimedia materials and produced Russian-language versions so as to support multilingual outreach and information provision and to increase the availability of Russian-language products for global audiences. The Unit also used news-related digital platforms to expand and engage audiences and to increase traffic to the multimedia news web page.

55. The Spanish Language Unit reached out to potential radio partners around the world to further expand the reach of its news and feature coverage. During the reporting period, the team produced daily radio news pieces as well as multimedia features on a wide range of topics, including migration, human rights and sustainable development. Spanish-language coverage of the opening of the General Assembly included interviews with the President of Panama, the Vice-President of Argentina and the Minister for Foreign Affairs of Mexico. A highlight in December was the coverage of the Preparatory Stocktaking Meeting for a Global Compact on Migration, held in Puerto Vallarta, Mexico, during which a large number of participants were interviewed and featured, in cooperation with the United Nations Information Centre in Mexico City.

56. The two most popular news pieces on the Spanish UN News website both related to the Organization's response to the September earthquake in central Mexico. The Spanish news tweets that generated the greatest response concerned the Catalan referendum, with more than 400,000 impressions and 15,155 engagements. The Spanish Language Unit's top post on Facebook was a video clip from 19 September 2017 of the President of Guatemala delivering a speech about the International Commission against Impunity in Guatemala, which registered some 1,855 engagements.

57. Overall, UN News in English continued to receive the largest percentage of page views among the six official languages, with 63 per cent of the total (see figure VI). From September to December 2017, the UN News pages across the six official languages registered a combined total of 4,938,863 page views.

Figure VI
Total page views by language, September–December 2017



V. Other services

A. Photos and audiovisual archives

58. The Photo Library distributed 102,000 high-resolution photos during the reporting period and responded to more than 7,800 requests from Member States, the media, publishers, organizations of the wider United Nations system and the general public.

59. The Photo Library continued to use social media platforms to showcase the work of the Organization. The Flickr account added 2 million views in the past year, bringing the accumulated number of views to 37 million. The Library also created a series of thematic albums to provide users with curated content showcasing United Nations photos that can be shared easily on social media platforms.

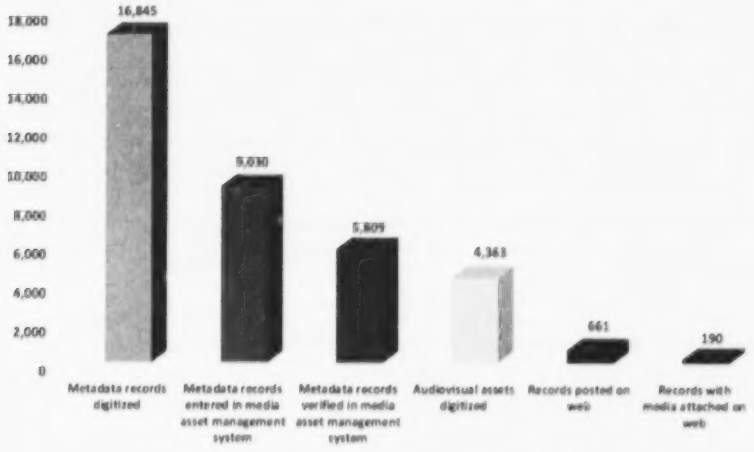
60. The United Nations Photo Facebook page garnered a monthly average of 9,600 engagements throughout 2017. As at January 2018, the United Nations Photo Twitter page had over 84,000 followers.

61. In line with the urgency expressed by the Committee on Information with regard to the digitization of the Organization's historic audiovisual records, the Department moved forward with its five-year digitization project, made possible through a donation from the Government of Oman.

62. Those films, videos and audio recordings that are at the highest risk of decay, obsolescence and total loss were identified as priority items, along with material relating to the main meetings and events from 1945 to the 1980s. In parallel, the team selected television documentaries and series produced by the Department that have long-term value. All available language versions are being digitized.

63. The project involves the media assets themselves and also quality assurance and digitization of the related metadata that make audiovisual items identifiable, searchable, retrievable and accessible. After a pilot in 2016, digitization started in the second quarter of 2017, following the procurement of a service provider. By the end of 2017, the digitization of almost 16,845 important metadata records had been completed and another 9,030 metadata records had been entered in the Department's media asset management system (see figure VII).

Figure VII
Digitization project output as at January 2018



64. As the United Nations audiovisual collection continues to grow, the Department is investigating different options for a long-term preservation system based on international standards and best practices for the digital preservation of audiovisual archives. It is working closely with the Office of Information and Communications Technology for technical input and to ensure that any solution meets information and communications technology standards.

B. Meetings coverage

65. As a key part of its news-related services, the Meetings Coverage Section continued to provide fast, accurate and comprehensive coverage of all the open meetings of the principal organs of the United Nations and their key subsidiary bodies, along with selected press conferences and briefings. Press releases and meeting summaries were distributed to a worldwide audience, online and through the global network of United Nations information centres.

66. Between 1 July and 31 December 2017, the Section produced 1,901 press releases in English and French, with a total of 10,462 pages. That output comprised summaries of meetings (782), press releases of statements made by officials (895) and summaries and transcripts of press briefings and conferences (224). Of those, a total of 427 press releases related to the main part of the General Assembly session, including plenary meetings and the meetings of the six Main Committees, from mid-September to December 2017.

67. A total of 474 press releases covered the Security Council, including the ministerial-level meetings on the settlement of conflicts in the Middle East and North Africa and combating the terrorist threat in the region; countering the financing of terrorism and violent extremism; and women and peace and security. Substantive debates on the full range of items on the Council's agenda, including children and armed conflict, the non-proliferation of nuclear weapons, peace and security in Africa, the international criminal tribunals and the protection of civilians, were covered in speaker-by-speaker summaries. Security Council press statements were also included. Another 38 press releases related to the Economic and Social Council, including the substantive session that was held during the reporting period. A further 694 press releases included statements, remarks and messages from the Secretary-General and the Deputy Secretary-General, as well as materials from other United Nations offices and departments.

68. Statistics collected through Google Analytics show that, between 1 July and 31 December 2017, the Meetings Coverage and Press Releases websites in English and French registered an increase in the number of users, page views and sessions compared with the same period in 2016. The English-language site registered a 19 per cent increase in the number of sessions, a 46 per cent increase in the number of users and 15 per cent more page views. The French-language site registered a 20 per cent increase in the number of sessions, a 44 per cent rise in the number of users and 13 per cent more page views.

69. A comparison with the same period in 2016 shows that the largest increase in the number of online sessions occurred in the Central Africa region for the English-language site, with an increase of 113 per cent (see figure VIII), and in the Caribbean for the French-language site, which registered a 76 per cent increase (see figure IX).

Figure VIII

Increase in number of sessions by region, English website, 1 July–31 December 2017, compared with the same period in 2016 (percentage)

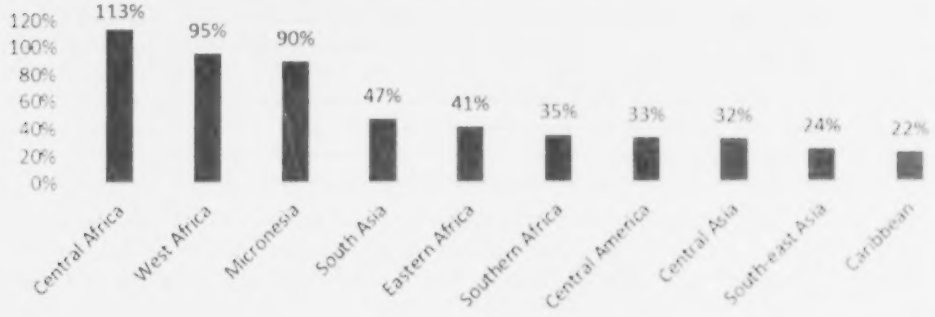
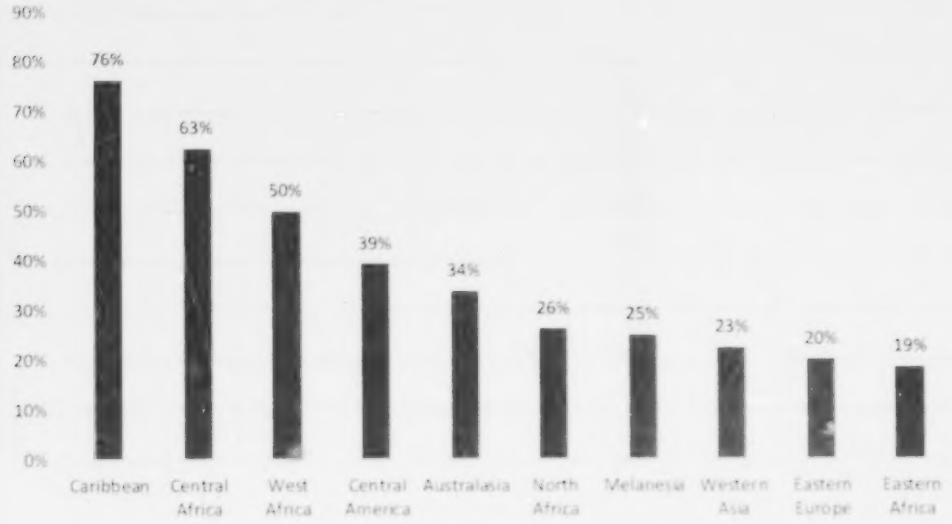


Figure IX

Increase in number of sessions by region, French website, 1 July–31 December 2017, compared with the same period in 2016 (percentage)



70. The greatest increase in the number of sessions for the English-language site was seen in South Asia, with 69,488 additional sessions between 1 July and 31 December compared with the same period the previous year (see figure X). For the French-language site, 12,618 additional sessions were registered from West Africa compared with the same period in 2016 (see figure XI). With regard to specific countries, the largest increase in the number of sessions was seen in India for the English-language meetings coverage products and from France for the French-language products.

Figure X

Increase in number of sessions, English website, 1 July–31 December 2017, compared with the same period in 2016

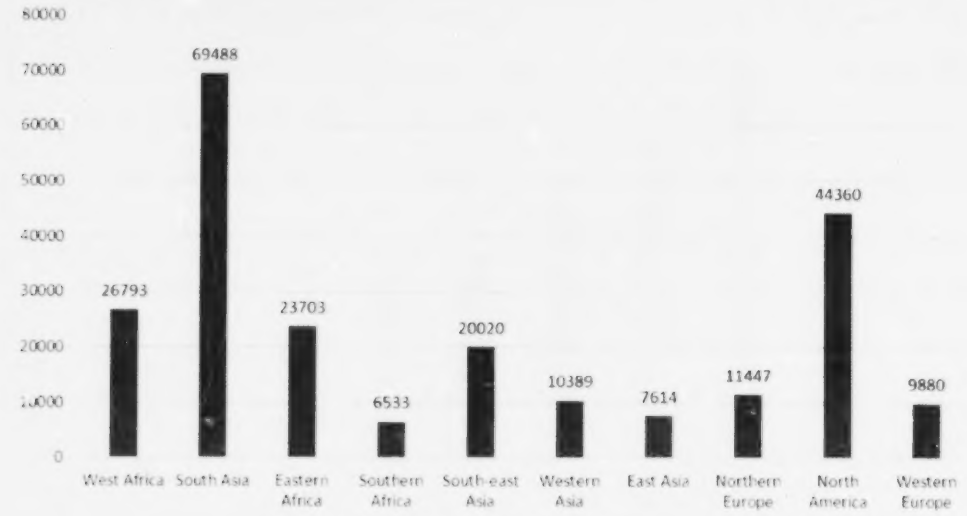
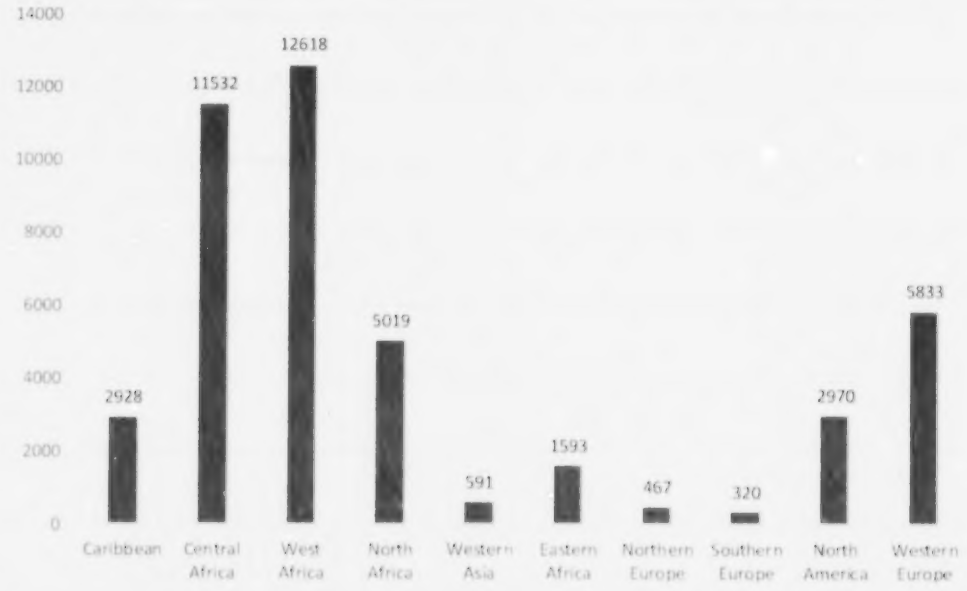


Figure XI

Increase in number of sessions, French website, 1 July–31 December 2017, compared with the same period in 2016



71. The Department continued to seek solutions to the Committee's request for press releases in all official languages and, in that regard, continued consultations with the

Department for General Assembly and Conference Management. In line with the Committee's request that the Secretary-General ensure that the Department has the capacity in all the official languages to undertake all of its activities, the Department requested additional posts and non-post resources in the regular budget for 2018–2019. However, the request for additional posts was not approved and other budget reductions were also imposed by the General Assembly.

C. Media accreditation and liaison

72. Between September 2017 and March 2018, the Department's Media Accreditation and Liaison Unit processed some 3,300 requests for accreditation to cover events held at United Nations Headquarters, including during the general debate of the seventy-second session of the General Assembly and other high-level events. The Unit also oversaw media accreditation for the Preparatory Stocktaking Meeting for a Global Compact on Migration, held in Puerto Vallarta, Mexico, in December 2017.

73. In advance of the general debate at the General Assembly, the Unit briefed representatives of the media and Member States on media arrangements. It coordinated and oversaw a media centre, ensuring that journalists were adequately accommodated and supported in covering all aspects of the Organization's work during the general debate period.

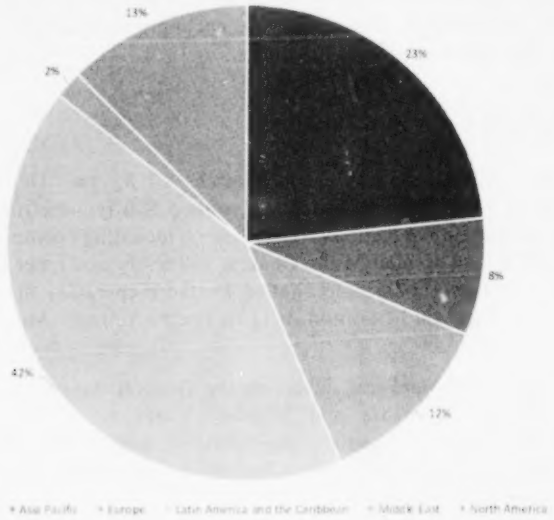
74. From September to March, the Unit provided information and logistical assistance for some 430 press stakeouts and briefings that were attended by 4,000 journalists. It also facilitated media coverage of some 200 bilateral meetings and photo opportunities with the Secretary-General.

75. To flag meetings and other events for media coverage, the Unit distributed its media alert, together with information and key documents, to members of the press and other clients through its website and email lists as well as through its Twitter account, which, as at January 2018, had more than 40,000 followers.

D. Partnerships

76. At its thirty-ninth session, the Committee on Information requested that the Department of Public Information continue to build partnerships to extend the Organization's message to all corners of the world. The Department's current television and radio partnerships reach across all regions, the largest number being in Latin America and the Caribbean, followed by Africa. While broadcasters in the Middle East currently account for the smallest proportion of the Department's formal partnership agreements, the Department's products are clearly of interest to broadcasters in that region, with UNifeed news footage being aired more frequently by broadcasters in the Middle East than by those in any other region.

Figure XII
United Nations television and radio partners by region as at January 2018



77. To address the communications challenges posed by the digital divide, the Department expanded its partnership activities with media outlets in Africa — a region where traditional broadcast media continue to enjoy the widest reach, even as the use of mobile technology, including the consumption of media content on smartphones, is increasing significantly. In addition to establishing new radio partnerships with FM broadcasters across the continent, the Department launched a partnership in October 2017 with Tuluntulu, a popular mobile video app based in South Africa that streams content over mobile networks to subscribers across the continent. Tuluntulu added the videos *21st Century* and *UN in Action* to its curated channel, which is available to all subscribers to the platform.

78. Responding to both technological innovations and changes in content consumption behaviour, the Department continued to establish and build new partnerships in the non-traditional media sector. In September 2017, Xiamen Airlines screened on all its aircraft, directly after each flight's post-take-off safety briefing, a video promoting the General Assembly and the Department's related coverage. The promotional video was seen by 2.3 million passengers. In January 2018, as part of its agreement with the Department, Xiamen Airlines unveiled, at a special ceremony in Charleston, United States of America, a Boeing 787-9 Dreamliner painted with bespoke livery promoting awareness of the Sustainable Development Goals.

E. News monitoring

79. The Department continued to monitor global media coverage of the United Nations and major international issues related to its mission, drawing from an increased array of media outlets. During the reporting period, the Department provided daily clippings and headlines to email subscribers in the United Nations system and contributed to the Department's analysis of media coverage of the work of the Organization, as part of a broader effort to undertake impact evaluation.

VI. A culture of evaluation

80. The Department has been assessing the delivery of its mandated activities using a broad array of quantitative and qualitative data. Using industry-standard embedded analytics code as a foundation for its audience insights, the Department also draws on analysis from other sources, including its Evaluation and Communications Research Unit and United Nations information centres, as well as news monitoring and coverage analyses.

81. Part of this process involved rolling out a universal user tracking code to gather uniform data from all web traffic to the Department's proprietary sites, including all the new integrated news sites. The intention is to present all these data in a single analytics dashboard, which is currently in development. The dashboard will provide the Department with a more detailed picture of user behaviour, including content and delivery preferences. In addition, the Department has been conducting internal reviews of the content that it produces to evaluate message delivery, suitability and coherence.

82. During the reporting period, the Department assessed the range of platforms and services on which content products are made available to determine their efficiency in reaching target audiences globally, taking into account content consumption patterns and needs.

83. Through an ongoing review of both qualitative and quantitative data, the Department has been developing a more comprehensive analysis of how it delivers on the Organization's information priorities.

VII. Conclusion

84. With the guidance of the Committee on Information as the foundation of all its work, the Department of Public Information continues to examine its news and media services to ensure that they maintain the highest standards of quality in delivering timely, accurate and balanced reporting on United Nations concerns and activities to target audiences across the six official languages, as well as in Kiswahili and Portuguese.

85. The Department has been committed, creative and proactive in enhancing multilingualism across its programmes and activities, including through the consolidation of the multilingual social media team to manage the Organization's flagship accounts in the eight languages and increased cooperation across platforms. With the new UN News web presence, the Department's multimedia news operations have gained a single harmonized public-facing platform for each of the eight languages, with enhanced functionalities for their audiences.

86. From digitizing the Organization's historical audiovisual archives to providing footage from remote areas around the world, the Department is adapting to the fast-changing information environment so as to meet the needs of its diverse audiences. By producing both traditional and new media products, expanding its network of partner stations and broadcasters and increasingly using data analytics to assess and align outputs, the Department is enhancing its efforts to raise awareness of and build support for the work of the Organization.

United Nations A/AC.198/2018/4

General Assembly

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Committee on Information
Fortieth session
1 to 11 May 2018
Item 8 of the provisional agenda*
Consideration of reports submitted by the Secretary-General

Activities of the Department of Public Information: outreach and knowledge services

Report of the Secretary-General

Summary

The present report, prepared in accordance with General Assembly resolution 72/90 B, provides a summary of key advances made by the Department of Public Information from September 2017 to March 2018 in promoting the work of the United Nations to the global audience through its outreach and knowledge services.

The outreach and knowledge services subprogramme, one of three subprogrammes of the Department, is implemented by its Outreach Division. It works to enhance understanding of the role, work and concerns of the United Nations and to encourage the exchange of ideas and information in support of the goals of the Organization.

The activities of the other subprogrammes of the Department, namely, strategic communications services and news services, are described in separate reports of the Secretary-General (A/AC.198/2018/2 and A/AC.198/2018/3, respectively).

* A/AC.198/2018/1.

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I. Introduction

1. In its resolution 72/90 B, the General Assembly took note of the reports of the Secretary-General on the activities of the United Nations Department of Public Information submitted for consideration by the Committee on Information at its thirty-ninth session (A/AC.198/2017/2, A/AC.198/2017/3 and A/AC.198/2017/4) and requested the Secretary-General to continue to report to the Committee on the activities of the Department.

2. The Department hereby submits the information requested on outreach and knowledge services.

3. The present report provides an overview of the strategic direction followed by the Outreach Division and highlights activities reaching out to a wide range of constituencies. It also provides a summary of activities undertaken by the Department's library services, including the Dag Hammarskjöld Library at United Nations Headquarters.

II. Developing increased understanding and support for the work of the United Nations

4. The Department plays a pivotal role in reaching out to civil society and especially to young people. Academia, artists, the entertainment industry, sports and local communities are among key groups for fostering a deeper understanding of and support for the ideals and activities of the United Nations. Efforts have been focused on raising awareness of the important role played by the Organization in current affairs, in particular in peace and security, human rights and sustainable development.

5. The Department has proactively sought to engage its many constituencies through multiple products and services by bearing multilingualism in mind and conducting the requisite evaluation of its activities. Diverse audiences worldwide have been targeted through social media, websites, publications, teaching materials, conferences, briefings and visitors' service, with a view to their involvement in the work of the Organization.

III. Increasing involvement of civil society: United Nations Academic Impact initiative as a catalyst to partnership with the academic community

6. At its thirty-ninth session, the Committee on Information encouraged the United Nations Academic Impact initiative to facilitate exchanges between the United Nations and institutions of higher education and related communities in support of the Organization, the realization of the 2030 Agenda for Sustainable Development, fostering global citizenship and filling knowledge gaps. During the reporting period, the initiative continued to act as a conduit of research, innovation and technical expertise from the academic and research communities to the United Nations. It harnessed the work being done at institutions of higher learning and research for the benefit of the global community. In October, the fourth annual J. Michael Adams Lecture and Conversation series was held at United Nations Headquarters, featuring a webcast discussion entitled "Women uniting nations: a conversation on struggles against sexual violence around the world". The lecture was delivered by Ruchira

Gupta, Adjunct Associate Professor at New York University and Founder and President of Apne Aap Women Worldwide, a grass-roots movement working to end sex trafficking.

7. In late 2017, the United Nations Academic Impact initiative reached agreement with the UNESCO Asia-Pacific Centre of Education for International Understanding on organizing an annual conference on global citizenship education, with the inaugural meeting in 2018, to address human rights. As 2018 began, the initiative launched two new cost-neutral partnerships in support of academic contributions to attaining the Sustainable Development Goals: one with the non-profit organization Millennium Campus Network to develop a leadership programme for university undergraduates around the world that promotes the 2030 Agenda for Sustainable Development and garners support for United Nations objectives; and the other with the private corporation ELS Educational Services in creating a "global citizen English language program" fostering foreign language communication skills and global competencies to promote the Sustainable Development Goals. The United Nations Academic Impact initiative was also an active invited participant in the Group of Friends for Global Citizenship Education, newly formed by Member States at United Nations Headquarters in New York, and supported the launch in December 2017 of the PyeongChang Forum for the Earth and its Citizens, which featured a panel discussion on global citizenship education.

8. The Committee also called for the Department to encourage balanced participation among Member States in the initiative and their continued support for it; and requested the Secretary-General to promote the initiative by encouraging eligible institutions in all regions, especially from developing countries, to enrol and contribute to the goals of the United Nations. United Nations Academic Impact continued to engage with its audiences through social media as well as through its redesigned multilingual website and revamped monthly newsletter, along with presentations at academic meetings such as the Conference of Mediterranean Universities, held in Cairo in November 2017. Successful outreach in this fashion enabled the initiative to publish substantially increased content from member institutions on their activities for United Nations goals and mandates. These included the founding of the first graduate school in France dedicated to the challenges of sustainable development; the provision of aid for earthquake victims in Mexico; and the celebration of cultural diversity in Oman. Membership continued to increase and diversify, especially as more institutions from the sub-Saharan and South Asian regions enrolled. United Nations Academic Impact was also the subject of an international academic research study published in November 2017 in the peer-reviewed journal *Frontiers in Psychology*, in which it was concluded that, in the implementation of its principles, it should adhere closely to the cultural requirements of the respective society and be accompanied by thorough informational campaigns about United Nations educational goals.

IV. Engaging the public: exhibits, guided tours and the United Nations Bookshop

9. In support of international days and events, the Department's Exhibits Unit facilitated the display of nine exhibits presented in the Visitors' Lobby gallery spaces in the General Assembly Building. These included "The United Nations at 70: moments and milestones", an exhibit on the history of the United Nations; "Dream big, Princess", about promoting gender equality and empowering young girls; "The

Palestinian People: everlasting roots, infinite horizons", marking the International Day of Solidarity with the Palestinian People; "The Butterfly Project" and "Survivors, victims and perpetrators", marking the International Day of Commemoration in memory of the victims of the Holocaust; "Rural women, human rights", in connection with the sixty-second session of the Commission on the Status of Women; "Say it loud", marking the International Day of Remembrance of the Victims of Slavery and the Transatlantic Slave Trade; "Clean water here", marking World Water Day and the launch of the International Decade for Action, "Water for Sustainable Development", 2018–2028; and the continuous exhibit "A workshop for peace: designing the United Nations Headquarters", about the history of United Nations Headquarters in New York. In addition to the exhibits being accessible at no cost to visitors to the United Nations, their reach has been amplified through an online gallery and promotion on the Organization's multilingual flagship social media accounts.

10. United Nations guided tours employ multilingual staff and offer tours in multiple languages. During the reporting period, 25 multilingual tour guides offered tours in the six official languages of the United Nations, as well as in German, Hebrew, Italian, Japanese, Korean and Portuguese, in response to visitors' demand. The total number of visitors projected to have toured United Nations Headquarters between 1 September 2017 and 31 March 2018 amounts to over 140,000.

11. In November 2017, the Department opened a "UN Kids Corridor" along the tour route, where colourful displays and interactive audiovisual elements help tour guides tell the United Nations story for children aged 5 to 10. Marketing efforts to promote the guided tour of the United Nations throughout New York City led to United Nations guided tours being nominated as a finalist for best tourist attraction at the Concierge Choice Awards in October 2017.

12. Since 2016, the Visitors Services Section has been facilitating the NYC Junior Ambassadors initiative, in partnership with the New York City Mayor's Office for International Affairs. The initiative is aimed at educating New York City public middle school students about international affairs and the work of the United Nations. Each group of students took a United Nations guided tour and received a briefing by a United Nations official on a topic aligned with their curriculum. As at 1 March 2018, over 1,300 students and 155 teachers have participated in the initiative.

13. The Department also engaged external audiences through the United Nations Speakers Bureau, with briefings at Headquarters as well as at external locations. From 1 September 2017 to 31 March 2018, those briefing programmes reached an audience of 16,500, including high school and university students, as well as numerous civil society organizations and professional associations, together with the "United Nations works for you", or UN4U, outreach activity, through which United Nations officials visit schools to speak with students. The Department continued to provide information materials for visitors, teachers and students, produced fact sheets in the six official languages and maintained an active social media presence.

14. During the reporting period, the United Nations Bookshop held 12 "meet the author" events on themes ranging from human trafficking, media and humanitarian action to international law.

V. Enhancing, empowering and strengthening the voice of young people

A. The Office of the Envoy of the Secretary-General on Youth

15. The Office of the Envoy of the Secretary-General on Youth undertook a variety of outreach efforts in the reporting period. The Envoy on Youth, Jayathma Wickramanayake, who was appointed by the Secretary-General and assumed office on 17 July at the start of the high-level political forum on sustainable development, convened and participated in numerous youth-focused events, initiatives and activities. The Envoy systematically promoted the involvement of youth-led and youth-serving organizations and other youth stakeholders in the United Nations system and beyond.

16. During the high-level segment of the seventy-second session of the General Assembly, the Office of the Envoy held a series of youth-focused events, including the annual Young Leaders x World Leaders breakfast, which brought over 100 youth representatives together with world leaders prior to the official opening of the General Assembly. Additionally, the Envoy — among other engagements — spoke at the Social Good Summit, the World Economic Forum on Sustainable Development Impact Summit, Financing the Future: Education for All event, and the launch of the Spotlight Initiative to eliminate violence against women and girls. The Office supported a range of youth speakers attending the General Assembly session and engaged them in partner-led events as part of Global Goals Week 2017 and the youth programming of the SDG Media Zone.

17. Raising awareness about youth needs and promoting their rights, the Envoy undertook missions to every continent and region, including missions to the following countries: Colombia, the Dominican Republic, Fiji, Ghana, India, Iraq, Kenya, Nigeria, Russia, Senegal, Somalia and South Africa. During those visits, the Envoy engaged with government officials, including at the highest levels, and representatives of the United Nations system, civil society and, in particular, youth networks and organizations. She also engaged with United Nations system partners in New York and other headquarters locations, including Geneva, Nairobi and Rome. Staff members of the Office of the Envoy engaged in various events in Denmark, Georgia, Germany and Saudi Arabia.

18. The inaugural class of the Young Leaders for the Sustainable Development Goals participated in scores of engagements around the world to mobilize young people in support of the Goals. The initiative recognizes and convenes young leaders, aged 18 to 30, who can support the Organization's work to catalyse action by and for young people towards the realization of the Goals. The Office of the Envoy launched the call for applications in October for the next class of Young Leaders with a global social media campaign. With the help of United Nations information centres, United Nations Country Teams and other partners, the campaign yielded over 8,000 applications from 184 countries. The new class of Young Leaders is expected to be announced in mid-2018.

19. On 30 and 31 January 2018, the sixth Economic and Social Council Youth Forum was held at Headquarters, under the theme "The role of youth in building sustainable and resilient urban and rural communities". Convened under the auspices of the President of the Economic and Social Council, the Forum was organized by the Office of the Envoy and the Department of Economic and Social Affairs, in collaboration with the United Nations Inter-Agency Network on Youth Development.

The outcome of the Forum was a contribution to the forthcoming high-level segment of the Council and the high-level political forum. On the sidelines of the Forum, an SDG Media Zone was organized by the Department of Public Information, the Office of the Envoy and the Department of Economic and Social Affairs as a space where participants in the Youth Forum, guests, journalists, bloggers, youth representatives and other stakeholders engaged in informal conversations about new initiatives and projects aimed at strengthening the involvement of young people in achieving the Sustainable Development Goals. Along with the webcast of all Forum sessions, the SDG Media Zone events were broadcast live to an online global audience, which enabled the Youth Forum to engage key stakeholders and young people not physically present.

20. The Office of the Envoy saw significant growth on its social media platforms @UNYouthEnvoy on Twitter, Facebook and Instagram, promoting the work of the United Nations for young people and opportunities for young people, as well as key events and moments at and around the United Nations. The Office also regularly liaised with the press to conduct interviews with the Envoy and feature United Nations youth-related work. Notably, "NowThis Her", in collaboration with UN Video of the Department of Public Information, created a video feature on the Envoy's activities during the opening of General Assembly that garnered more than 100,000 Facebook views in one month.

B. Young people and educational outreach

21. In collaboration with the organization "United Ambassadors", the Department of Public Information held a training session on the "UN4MUN" approach to Model United Nations, in New York in late August that was attended by 60 student leaders and advisers from 25 countries. Student leaders and advisers were encouraged to organize their future Model United Nations conference in line with the "UN4MUN" approach.

22. Briefings for students interested in Model United Nations were held at the Bronx Aerospace High School in New York in November and via Skype with London Metropolitan University in October. United Nations information centres participated in a Model United Nations webinar in November.

23. In October, the Department conducted workshops at the Qatar Leadership Conference, a professional development opportunity for high school students to build their leadership skills and enhance their knowledge about global issues, the United Nations and Model United Nations. One outcome was the launch of a new initiative MUN Impact to connect Model United Nations organizers with each other and help move students from academic debate to action, in particular to support the Sustainable Development Goals.

24. In commemoration of the International Day of Peace, the student observance "Together for peace: respect, safety and dignity for all" was held at Headquarters in New York on 15 September. Students presented peace projects highlighting initiatives to benefit refugees and migrants. The Department produced related websites, print materials and animated videos in all six official languages.

C. Reham Al-Farra Memorial Journalists' Fellowship Programme

25. In 2017, 15 journalists (8 women and 7 men) participated in the Reham Al-Farra Memorial Journalists' Fellowship Programme, held in New York from 10 to 29 September. The journalists came from Argentina, Bangladesh, Brazil, Colombia, the Dominican Republic, Egypt, Georgia, Ghana, India, Iran, Mexico, Pakistan, Philippines, South Africa and Ukraine.

26. Over the course of the three-week Programme, the journalists attended briefings on topics high on the United Nations agenda; regularly attended United Nations press conferences; connected with press freedom advocates; and received training in digital security. Cumulatively, they produced more than 100 news pieces in eight different languages during their stay at United Nations Headquarters. Since its founding, the Fellowship has hosted 582 journalists from more than 168 countries.

VI. Library services: updates from the Dag Hammarskjöld Library

A. Steering Committee for Libraries of the United Nations: cooperation between the Dag Hammarskjöld Library and the Library of the United Nations Office at Geneva

27. The Dag Hammarskjöld Library and the Library of the United Nations Office at Geneva continued their cooperation in the efficient operation of a unified resource management system. The ALMA/Primo system, which was launched in December 2016, caters to the collection, management and dissemination of non-United Nations content acquired by the two flagship libraries. Other United Nations libraries may decide to join.

B. Information and knowledge services

28. The Dag Hammarskjöld Library's research.un.org website is available in the six official languages. The website includes United Nations Documentation research guides, as well as topic guides on current issues. Two new guides were published during the reporting period, on the Trusteeship Council and on decolonization. The research guides received over 190,000 views per month. From September 2017 to March 2018, the Frequently Asked Questions knowledge base in ask.un.org was accessed more than 360,000 times, of which some 293,000 requests were for services in English, 57,000 for Spanish and 8,200 for French.

29. During the reporting period, more than 7,200 requests from clients were received by telephone and in person through the online reference platform, Ask DAG. Some 1,550 of the requests came from permanent missions and more than 2,600 were from United Nations staff. The Library training programme in New York offered 130 training sessions in English, French and Spanish, with a total attendance of 1,258 clients, of whom 552 were permanent mission staff and delegates.

C. Digitization programme

30. During the past 19 years, the Dag Hammarskjöld Library and the Library of the United Nations Office at Geneva digitized a combined total of 450,000 documents (some 6,067,600 pages), including all core Security Council documents, the majority of General Assembly documents and some Economic and Social Council documents. Additional series of documents requested on an ad hoc basis were also included in the programme. During the period September 2017 to March 2018, the Library digitized 12,500 documents and publications (some 156,000 pages), which included 55 volumes of past issues of the Statistical Yearbook. Since the in-house digitization operation was launched in March 2017, 1,400 United Nations peacekeeping maps have been digitized and uploaded to the United Nations Digital Library.

31. The result of the in-house digitization operations has been excellent in terms of quality. There remain, however, 17 million documents in paper format, of which about 3 million documents and 8,000 maps have been identified as important. The in-house digitization programme has digitized close to 500,000 of these 3 million documents, leaving about 2.5 million still to be digitized. It is estimated that, given the magnitude of the task, the remainder will take several years to complete.

32. In response to paragraph 86 of General Assembly resolution 70/9, the Department prepared a funding proposal for outsourcing the digitization of 1 million older important documents, consisting of official records of major United Nations organs, including resolutions; meeting records; reports of committees, commissions and other major bodies; budgetary and financial reports; and reports of major United Nations conferences, including preparatory meeting documents. The remaining 1.5 million documents and maps will continue to be handled in-house, using the combined resources of the Department for General Assembly and Conference Management and the Department of Public Information.

33. The main outsourcing will include the scanning of some 1 million documents; quality control of scanned output; conversion for optical character recognition; factual metadata creation; and uploading to the Official Document System, the United Nations Digital Library and other websites. It is estimated that four years will be needed to digitize the selected documents. The cost of the entire process is estimated at $4.632 million. The possibility of funding through extrabudgetary resources or contributing extrabudgetary funds to such a project has been discussed with some Member States.

34. Upon completion of the project, all remaining parliamentary documents of the General Assembly and the Economic and Social Council and the entire collection of the Trusteeship Council documents would be fully digitized and made available online through the Official Document System and the United Nations Digital Library.

35. It is noted that there are offices of the United Nations Secretariat other than those in Geneva and New York that already have programmes in place for the digitization of documents and publications produced in their duty stations. Duty stations with their own repositories include the Economic Commission for Africa in Addis Ababa (http://repository.uneca.org) and the Economic Commission for Latin America and the Caribbean in Santiago (http://repositorio.cepal.org). The United Nations Office at Vienna and the Economic and Social Commission for Western Asia have sent in all their digitized documents for inclusion in the United Nations Digital Library; newly digitized documents are sent daily. The United Nations Office at Vienna continues to handle requests for older documents on an ad hoc basis. The

United Nations Office at Nairobi no longer has a physical library onsite and conducts most of its information and knowledge-sharing activities online.

D. Depository libraries

36. United Nations depository libraries numbering 356 in a total of 136 countries currently receive a minimal number of United Nations publications in print, as United Nations Headquarters in New York ceased dissemination of print publications to partner libraries completely as of 2013, with the exception of the *Yearbook of the United Nations*.

E. Library material acquisitions

37. The Dag Hammarskjöld Library expanded access to the collection by subscribing and disseminating paper and electronic information products. The Library offers its clients access to 50 research databases accessible at United Nations Headquarters in New York via Ethernet and Wi-Fi and from home via a remote access platform. About 750 titles were acquired for the collection and an additional 200 were borrowed from partner libraries to meet clients' urgent needs for information. The United Nations System Electronic Information Acquisition Consortium — an electronic information purchasing and management mechanism for United Nations system organizations, managed by the Library — achieved for the 2017 subscription cycle total cost avoidance of approximately $4.1 million for its members.

F. Outreach and community engagement

38. During the reporting period, the Dag Hammarskjöld Library conducted briefings for over 550 permanent mission, Secretariat, and United Nations system staff. Activities included customized training sessions for the Permanent Missions of Australia, Austria and Ghana; briefings to new delegates as part of an annual programme; a webinar for staff and interns of the United Nations Interregional Crime and Justice Research Institute; and information booths during the United Nations Conference to Support the Implementation of Sustainable Development Goal 14: Conserve and sustainably use the oceans, seas and marine resources for sustainable development (Ocean Conference) and during the high-level informal plenary meeting to commemorate and promote the International Day for the Total Elimination of Nuclear Weapons, as well as several events in partnership with the Office of the Special Adviser on Africa, the United Nations Development Programme and the International Federation of Library Associations and Institutions.

39. The Library delivered presentations and provided briefings and tours on its research and service portfolio to more than 350 external clients, United Nations conference participants and visitors.

40. The reporting period was one of the most successful on record for the Library's branded English, French and Spanish social media channels, which aim to extend its reach, with more than 2 million views of Twitter content alone. The Library account @UNLibrary had some 54,800 Twitter followers as at December 2017. Followers have also increased on Facebook (7,427 likes) during the same period.

41. In addition to promoting the Library's knowledge services, social media posts focused on United Nations priorities, specifically, the Sustainable Development Goals

and the seventy-second session of the General Assembly. Library campaigns included the promotion of the United Nations Digital Library and "Behind the scenes" at the Library.

G. Digital initiatives

42. The United Nations Digital Library is steadily growing to become the central repository for the United Nations. In the first seven months of its existence, the number of downloads reached a total of 1.6 million, from all over the world — many of them in low-income countries. For the period September 2017 to March 2018, there were more than 187,500 downloads per month, 20,000 unique sessions and over 250 requests for alert registration.

43. The libraries of the United Nations Office at Geneva, the United Nations Office at Vienna and the Economic and Social Commission for Western Asia have joined the United Nations Digital Library to offer born-digital and turned-digital United Nations documents and publications to citizens worldwide, free of charge.

H. Information and document analysis

44. During the reporting period, some 9,300 official United Nations documents and other programme-related materials were analysed and added to the Dag Hammarskjöld Library's online system, enabling users worldwide to easily find, access and share United Nations official information and publications in a timely manner, as well as allowing websites such as that of the Sixth Committee of the General Assembly to offer real-time automatic document updates to their specialized audiences. The development and maintenance of the United Nations Bibliographic Information System thesaurus — a structured multilingual database of authorized indexing vocabulary in six United Nations official languages — continued.

VII. NGO Relations, Advocacy and Special Events

A. Outreach to the creative community

45. During its thirty-ninth session, the Committee on Information stressed that the central objective of the outreach and knowledge services implemented by the Department was to promote awareness of the role and work of the Organization by fostering dialogue with global constituencies. As part of its efforts in this regard, the Department continued to foster awareness of the issues and work of the United Nations through creative partnerships with the entertainment industry.

46. In October 2017, a collaboration between the Department and Mattel, to incorporate Sustainable Development Goals into the storylines of the animated children's television series Thomas and Friends was announced at MIPJunior, the leading global television industry event for children's programming. Sustainable Development Goal-related content is also scheduled to appear in an upcoming Thomas and Friends feature film, as well as a variety of additional content, including bespoke short-form videos and social media campaigns and learning materials targeted at both preschool children and their caregivers. Thomas and Friends is watched by children in over 100 countries in more than 30 languages, and the Sustainable Development Goal-related materials will be multilingual.

47. In November 2017, the Department facilitated on-location filming for the Bollywood production *Padman* at United Nations Headquarters in New York. The film, a fictionalized account of a social entrepreneur who revolutionized the manufacture of low-cost sanitary napkins for women in rural India, provided a unique opportunity to raise awareness of related Sustainable Development Goals and to underline the Organization's central role in promoting good health, gender equality and sanitation. In addition to *Padman*, which was scheduled for release in January 2018, the Department facilitated filming at United Nations locations for three documentary films and a television production in the latter half of 2017.

B. Activities of the United Nations Messengers of Peace

48. At its thirty-ninth session, the Committee on Information called upon the Department to continue to involve United Nations Messengers of Peace, Goodwill Ambassadors and other advocates in its global communications and media strategies and outreach activities. Accordingly, the Department worked with the Messengers of Peace to take advantage of their visibility to raise awareness of United Nations priorities.

49. In September, United Nations Messenger of Peace Jane Goodall participated in the annual observance of the International Day of Peace at United Nations Headquarters. In the following week, during a high-level debate of the General Assembly, Messenger of Peace Malala Yousafzai took part in a moderated discussion with her father Ziauddin at the launch of the European Union-United Nations Spotlight Initiative to eliminate violence against women and girls. She also joined the Presidents of France, Malawi and Senegal, the Prime Minister of Norway, the Secretary-General and other dignitaries in speaking at an event entitled "Financing the Future: Education 2030". The event was co-hosted by France, Malawi, Norway and Senegal and organized by the Education Commission, the Global Partnership for Education, the Malala Fund, ONE, the United Nations Children's Fund and the United Nations Educational, Scientific and Cultural Organization (UNESCO).

50. In October, United Nations Messenger of Peace Midori visited earthquake-affected areas of Mexico and participated in an event at the Conservatorio Nacional de Música in Mexico City, organized in collaboration with UNESCO. In November Ms. Goodall and United Nations Goodwill Ambassador for Biodiversity Edward Norton recorded narrations for videos to showcase groundbreaking initiatives that were presented with United Nations Momentum for Change Climate Solutions Awards at the twenty-third session of the Conference of the Parties to the United Nations Framework Convention on Climate Change, held in Bonn, Germany, from 6 to 17 November 2017. The videos were screened at the Conference and distributed through United Nations and partner social media accounts.

51. For Human Rights Day on 10 December, Messengers of Peace Princess Haya, Daniel Barenboim, Paulo Coelho, Michael Douglas and Yo-Yo Ma video recorded readings of articles of the Universal Declaration of Human Rights for the launch of a social media campaign promoting the seventieth anniversary of the Declaration, in 2018. The participatory campaign encourages people all over the world to record themselves reading an article of the Declaration in one of more than 70 languages and post the videos on a website developed for the campaign. The Department also facilitated the participation of goodwill ambassadors of the wider United Nations system and other celebrities with broad social media outreach.

C. Special events

52. The Department raised awareness of the issues on the United Nations agenda through the organization of special events. On 24 October 2017, the Department held the annual United Nations Day Concert, sponsored by the Permanent Mission of the Slovak Republic to the United Nations and featuring a performance from Lúčnica, the Slovak National Folklore Ballet. The concert had the theme of "Potential in diversity", to promote respect, safety and dignity for all, and featured remarks from the Deputy Secretary-General and the President of the General Assembly, as well as the Under-Secretary-General for Global Communications and the Permanent Representative of the Slovak Republic to the United Nations. The concert was attended by some 1,700 guests, was broadcast live on the United Nations Web TV platform and is accessible on the United Nations YouTube channel.

53. In response to the request made by the Committee at its thirty-ninth session, the Department worked with the United Nations Alliance of Civilizations on a news literacy discussion in September 2017 on distinguishing fake news from opinion-making information.

D. NGO relations

54. As part of its continued efforts to empower youth from various parts of the world, NGO Relations provided access to NGO youth representatives affiliated with the Department, who co-organized and collaborated with various United Nations entities to conduct youth-led NGO Briefings and Chat Series. Currently, there are 530 NGO Youth Representatives active at the United Nations Headquarters in New York, who act as a liaison between the United Nations and their respective non-governmental organizations. NGO Relations facilitated the participation of NGO Youth Representatives at United Nations entities and Member State-led advocacy initiatives such as the "Peace Is..." series, organized by the Permanent Mission of Japan to the United Nations, and the high-level breakfast meeting for youth delegates at the seventy-second session of the General Assembly, organized by the Office of the Secretary-General's Envoy on Youth.

55. The Department provided a platform for representatives of non-governmental organizations to dialogue informally with senior management of the United Nations through its briefings, communications workshops and orientation sessions, including, in 2017, with the President of the seventy-second session of the General Assembly, Miroslav Lajčák; the Under-Secretary-General for Global Communications, Alison Smale; and the Victims' Rights Advocate for sexual exploitation and abuse, Jane Connors. Several briefings on thematic topics were also held and attended by over 3,000 in-person participants, while followers of NGO Relations social media platforms increased to 26,551 on Twitter and Facebook.

56. In 2017, the Department associated 36 new non-governmental organizations, including six from developing countries. These organizations focus on issues such as education, environmental protection, cultural awareness and youth empowerment, inter alia. To help gain better support for respect, safety and dignity of refugees and migrants, the Together Campaign Department of Public Information NGO contact group advised on global communications strategies around the ongoing negotiations for the Global Compact on Migration.

VIII. United Nations flagship publications

A. Yearbook of the United Nations

57. In February 2018, the Department published the sixty-seventh volume of the *Yearbook of the United Nations*, covering the Organization's global activities in 2013. The research outlines available on the online Yearbook Pre-press were completed for the work of the United Nations system for the year 2014. The online multilingual Yearbook Express, featuring the chapter introductions to corresponding volumes of the Yearbook of the United Nations, continued to expand, with volumes 57 to 65 either now online or expected in 2018 in all languages. The Yearbook Express is produced at no cost to the Organization, through collaborative work with teams of translators engaged through the United Nations Volunteers online volunteering service.

B. *UN Chronicle*

58. In October 2017, the Department published an issue of the quarterly *UN Chronicle* on the importance of fostering and maintaining a commitment to a culture of prevention. Issue 4, 2017, of the *UN Chronicle* focused on global citizenship, while issue 1, 2018, examines "Water for Sustainable Development". The *UN Chronicle* is published in all six official languages online.

C. Basic Facts about the United Nations

59. The most recent edition of *Basic Facts about the United Nations*, published in the first half of 2017, is being translated for the first time simultaneously into Arabic, Chinese, French, Russian and Spanish; it is expected to be available electronically in all official languages in the first half of 2018.

IX. Knowledge Solutions and Design

A. Websites

60. The Knowledge Solutions and Design Section provided services for the public websites of the Department, such as site redesigns for the United Nations Academic Impact initiative and the United Nations Visitor Centre. The application process was also automated for the Reham al-Farra Memorial Journalists' Fellowship Programme, and improvements were made to the annual review and non-governmental organization accreditation process. The United Nations intranet, iSeek, continued to increase its reach as the primary intranet for United Nations staff, with the official integration of the United Nations Office at Geneva intranet into iSeek in April 2017. The Department of Political Affairs and the United Nations Office at Nairobi would be integrated in 2018.

B. The United Nations intranet

61. Some 546 stories in English and French and over 700 announcements on management issues, events and United Nations initiatives were posted on the United Nations intranet, iSeek and deleGATE. Such content helped raise awareness of the

Secretary-General's priorities, particularly in the areas of United Nations reform, the United Nations system-wide strategy on gender parity and the United Nations response to sexual exploitation and abuse. Stories and announcements also supported learning, innovation and the sharing of best practices. The Department updates the deleGATE website for Member States with events, announcements and stories from iSeek in English and French. Features added to the United Nations intranet include improved mobile access, search improvements, a new picture gallery and newsletter templates and a suggestion box for the Department of Management. The United Nations Joint Staff Pension Fund, the staff association of the United Nations Economic and Social Commission for Asia and the Pacific and the Office of Administration of Justice also acquired new pages.

62. The iSeek team has continued to work with the Office of Information and Communication Technology, which manages the current deleGATE platform, to develop a technological solution to allow select sections of the United Nations intranet to be available publicly. This is key to the integration of deleGATE (https://delegate.un.int) into the iSeek platform, as the information made available on deleGATE would contain publicly available content with password-protected content, available to representatives of permanent missions to the United Nations only. The migration is expected to take place in the third quarter of 2018.

C. Graphic design

63. The Department's Graphic Design Unit continued to support Secretariat departments and United Nations information services, providing visual communication and graphic design solutions for information campaigns, conferences and publications. The Unit designed social media and web graphics, brand identities, special emblems, posters, signage and a variety of promotional items and completed close to 350 design products for high-level events during the reporting period, including the International Decade for Action, "Water for Sustainable Development", 2018–2028, UNISPACE +50, the Sustainable Development Goals, Preventing and Responding to Sexual Exploitation and Abuse, the seventieth anniversary of the Universal Declaration of Human Rights, the United Nations emblem graphic standards and brand book, the 2017 Economic and Social Council forum on financing for development follow-up (Addis Ababa Action Agenda), the Office of Counter-Terrorism, the President of the General Assembly ("Focusing on people: striving for peace and a decent life for all on a sustainable planet", the theme of the general debate at the seventy-second session of the Assembly), the global compact for safe, orderly and regular migration, Gender Parity and Equality, United Nations social media and UNiTE to End Violence Against Women by 2030. The Unit supported multilingualism by creating products in the six official United Nations languages and beyond, a task which previously needed to be outsourced to other departments.

X. Remembrance activities

A. The Holocaust and the United Nations Outreach Programme

64. The Holocaust and the United Nations Outreach Programme collaborated with Member States and civil society to further Holocaust education and remembrance in 2017 under the theme "Holocaust remembrance: educating for a better future".

65. In August 2017, the Holocaust Programme and the International School for Holocaust Studies at Yad Vashem — the World Holocaust Remembrance Center, launched an international design poster competition with support from the Asper Foundation and the International Holocaust Remembrance Alliance. An exhibition featuring the 12 finalists was produced in all United Nations official languages and displayed at United Nations Headquarters in New York and around the world in January 2018.

66. On 9 November 2017, in partnership with the Anne Frank Center for Mutual Respect and the Facing History and Ourselves organization, New York, the Holocaust Programme marked the Kristallnacht pogrom of 1938 with a student event for middle and high school students titled "From desperation to inspiration: the seventieth anniversary of the Anne Frank Diary". Students learned about the Holocaust, its devastating impact on the Jewish community and the plight of refugees and migrants today.

67. On 18 January 2018, the exhibition "Portraits of Holocaust survivors", sponsored by the Permanent Mission of Switzerland to the United Nations, opened at United Nations Headquarters in New York. This exhibit told the individual stories of Holocaust survivors, including some of those who found refuge in Switzerland during or after the Second World War.

68. On 22 January 2018, the exhibition "Survivors, victims and perpetrators", sponsored by the Permanent Mission of Germany to the United Nations, opened at United Nations Headquarters in New York. The exhibit featured striking portraits — some hung on the outer fence at Headquarters — of Holocaust survivors.

69. On 23 January 2018, "The Butterfly Project: remembering the children of the Holocaust" exhibition opened at United Nations Headquarters in New York. The exhibition outlined the impact of the Holocaust on children and showcased an educational initiative called "The Butterfly Project", developed by Holocaust Museum Houston to teach this history to young people and encourage them to remember the 1.5 million children — primarily Jewish — who perished and to stand up against hatred and prejudice.

70. On 24 January 2018, the Programme screened the film *Children of the Holocaust* in partnership with the Permanent Mission of the United Kingdom of Great Britain and Northern Ireland. The film combined animation and interviews with survivors who recount their childhood experiences of Nazi atrocities, their escape from mainland Europe to Britain and the impact on their lives. A discussion with the film's producer and animator followed the screening.

71. On 25 January 2018, a briefing for non-governmental organizations on a variety of initiatives encouraging learning about the Holocaust and promoting diversity was held; and the Permanent Mission of Serbia sponsored the opening of the exhibition "Jasenovac: the right to remembrance" at United Nations Headquarters in New York.

72. On 29 January 2018, the Programme held a panel discussion on "Archives of the Second World War: their impact on history and humanity" at the Museum of Jewish Heritage — a Living Memorial to the Holocaust in New York. Represented on the panel were Northeastern University, the United States Holocaust Memorial Museum, United Nations Archives and Records Management Section and Boston College.

73. Also on that date, the Permanent Mission of Israel to the United Nations opened an exhibit to mark the thirtieth anniversary of the International March of the Living.

The exhibit, titled "Witness", documented the experiences of a quarter of a million people who have visited the former Nazi concentration camps and the importance of sharing this history with youth.

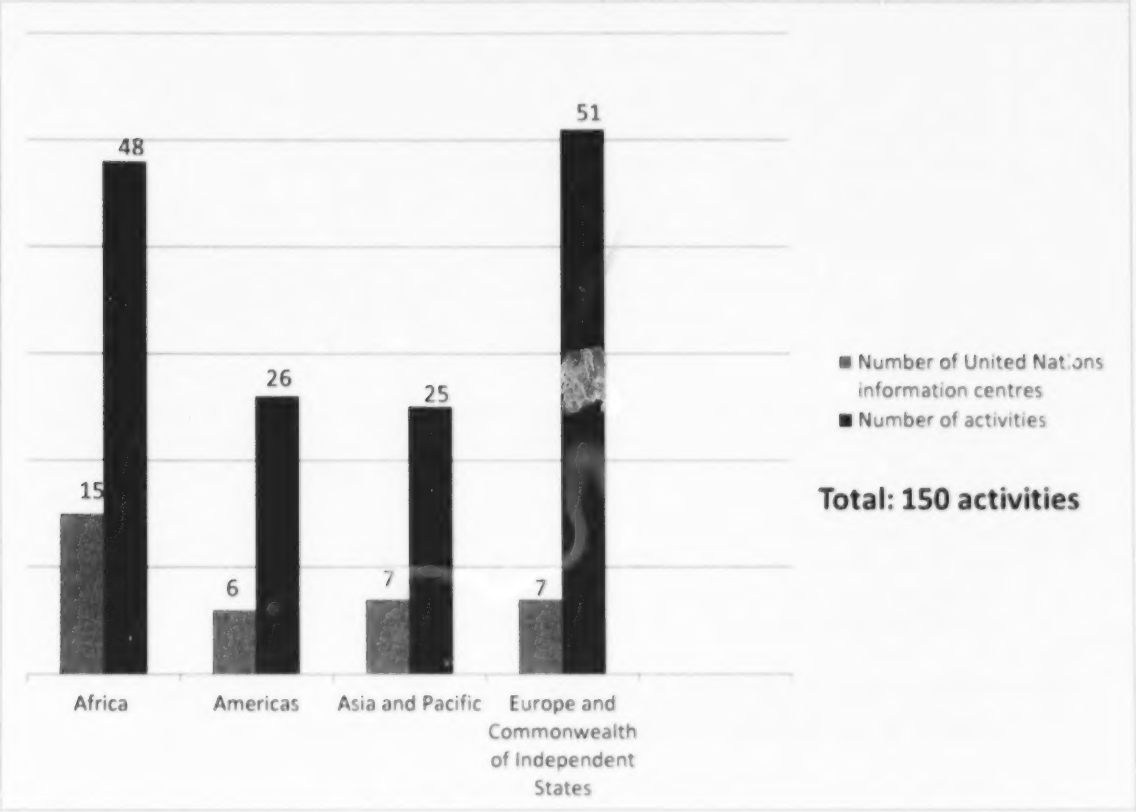
74. On 31 January 2018, the Programme organized the annual Holocaust memorial ceremony, under the theme "Holocaust remembrance and education: our shared responsibility". Hosted by the United Nations Under-Secretary-General for Global Communications, statements were delivered by the Secretary-General, the President of the General Assembly and representatives of the Permanent Missions of Israel and the United States to the United Nations. Thomas Buergenthal, a retired Judge of the International Court of Justice, served as keynote speaker, and Eva Lavi shared her personal testimony as a Holocaust survivor.

75. The Programme produced educational materials for use by the global network of United Nations information centres that included a lesson plan and a poster exhibit titled "The Butterfly Project: remembering the children of the Holocaust", in all six official languages. It also partnered with Yad Vashem — the World Holocaust Remembrance Center, to produce a set of posters on the theme "The Holocaust: keeping the memory alive" in all six official languages.

76. In addition, the film *Children of the Holocaust* was subtitled in French, Russian and Spanish. Together with the posters, translations for this educational package were provided by the United Nations information centres in Antananarivo, Buenos Aires, Mexico City, Moscow and Yaoundé, together with the United Nations Office in Minsk.

77. The global network of United Nations information centres held 150 Holocaust remembrance and education activities in 38 countries in January 2018.

Figure
United Nations information centres and Holocaust remembrance activities held in 2018 by location



B. Remembrance of the victims of slavery and programme of educational outreach on the transatlantic slave trade and slavery

78. The Remember Slavery Programme continued its educational outreach in 2017 on the causes, consequences and lessons of the transatlantic slave trade under the theme "Remember slavery: recognizing the legacy and contributions of people of African descent".

79. The Programme organized two events in Washington, D.C., for educators and university students and the diplomatic community. A discussion on "The legacy and contributions of people of African descent" was held on 17 October 2017 in partnership with the George Washington University, Howard University, the Association for the Study of African American Life and History and Afrodiaspora Inc.

80. On 18 October 2017, a screening of the documentary film titled *Familiar Faces Unexpected Places: A Global African Diaspora* was held in partnership with the Organization of American States at the Hall of the Americas.

81. The Programme also celebrated African heritage and culture at a student event held on 27 December 2017 during Kwanzaa week at the African Burial Ground

National Monument in New York. The event highlighted the legacy of black achievement and the principal features of the Ark of Return, a permanent memorial to honour the victims of slavery and the transatlantic slave trade.

82. The theme for the International Day of Remembrance of the Victims of Slavery and the Transatlantic Slave Trade in 2018 is "Remember slavery: triumphs and struggles for freedom and equality". On 8 February 2018, to mark Black History Month, the Programme held a screening of *Familiar Faces/Unexpected Places: A Global African Diaspora* at United Nations Headquarters in New York.

83. The Programme and the International Museum of Slavery, in Liverpool, United Kingdom, produced a poster exhibition in February 2018 on "A legacy of black achievement" in all six United Nations official languages which was distributed to the global network of United Nations information centres for their remembrance and education activities. In addition, the Programme published a 2018 calendar showcasing the Ark of Return and encouraging visitors to visit New York to experience it.

84. The Programme produced a permanent exhibition on the United Nations guided tours route that features a model of the Ark of Return, with descriptive panels on its three main elements, as well as the Remember Slavery programme and the International Decade for People of African Descent.

85. Working in close collaboration with the Caribbean Community and the African Union, the Department's Remember Slavery programme will undertake further educational and outreach activities at New York Headquarters and around the world through the global network of United Nations information centres.

XI. United Nations publications sales and marketing: expanding access to knowledge and information in all formats

A. Sales and marketing of United Nations publications

86. During the period under review, the United Nations iLibrary (www.un-ilibrary.org) grew to contain more than 6,000 titles, of which half are in languages other than English. The United Nations iLibrary, which allows fully searchable access to view aggregated United Nations content, has an upgraded, more user-friendly and mobile responsive platform to enable and facilitate use everywhere.

87. The e-commerce platform shop.un.org promotes new publications in connection with United Nations priorities such as the Sustainable Development Goals, human rights, international peace and security, climate change, gender, migration and special events such as the seventieth anniversary of the Universal Declaration of Human Rights.

88. The Department created and published two new editions of the Universal Declaration of Human Rights in all six official languages to commemorate its seventieth anniversary. They were released on 10 December, Human Rights Day.

89. *The Essential UN*, a newly created illustrated publication for young people, intended as an introduction to the United Nations for the general public, was published in February.

90. A booklet in English and French versions (with other languages forthcoming) on the Sustainable Development Goals, illustrated by French artist YAK and featuring United Nations digital ambassador Elyx, was released during the reporting period.

91. The Sales and Marketing Section hosted over 50 intergovernmental organization publishers at the annual publishers inter-agency meeting at the Frankfurt Book Fair in October. In collaboration with the Evaluation and Communications Research Unit of the Department, a survey was administered on the state of intergovernmental organization publishing in the world and results were shared at the meeting.

B. United Nations Development Business

92. United Nations Development Business — a trust fund in the Outreach Division and subscription-based online publication for procurement announcements for development projects — continued to focus on encouraging inclusive supply chains, facilitating knowledge-sharing on gender-responsive procurement and improving access by African and Asian companies to global public procurement. The Development Business website had an average of 196,187 page views per month.

XII. United Nations Non-Governmental Liaison Service

93. By recommendation of the Secretary-General, the United Nations Non-Governmental Liaison Service was integrated into the Department of Public Information as of 1 August 2017, with a view to complementing the outreach efforts of the Department to non-governmental organizations.

94. The Service is an inter-agency programme of the United Nations with offices in New York, founded in 1975 to address the need to strengthen non-governmental liaison and services identified in the report of the Secretary-General in response to recommendations of the Committee and of Economic and Social Council resolutions 1739 (LIV) and 1740 (LIV).

95. The key activities of the Service from September 2017 to the end of March 2018 included facilitating stakeholder participation in: the General Assembly preparatory process for a global compact on migration; the high-level meeting on the United Nations Global Plan of Action to Combat Trafficking in Persons; the high-level meeting on the total elimination of nuclear weapons; United Nations Development System review process consultation; dialogues with the Deputy Secretary-General in preparation for the Climate Summit in 2019, and facilitating the high-level meeting of the General Assembly on "Peacebuilding and sustaining peace".

XIII. Conclusions

96. The Department continued to engage with multiple audiences, particularly young people, academia and the general public, in order to expand its support base, both locally at Headquarters in New York and around the world. Special attention has been paid to the expansion of the use of languages other than English in all outreach activities. At the same time, the Department has continued to deepen its relationship with core constituencies through the use of technology while continuing to serve the public on the other side of the digital divide through more traditional media such as print publications.

97. The Department's remembrance and education programmes, namely the Holocaust and the United Nations Outreach Programme and the commemoration of the International Day of Remembrance of the Victims of Slavery and the Transatlantic Slave Trade, have been particularly active in keeping memories alive through outreach events and expansion of outside partnerships.

98. The growing importance of youth-related activities underscores the importance that the Organization attaches to education and empowering young people to face challenges in the future.

99. The Department is committed to further developing strategic alliances with established and new partners to build on successful initiatives. Partnerships are a creative, targeted, cost-effective and impactful way forward to expand outreach to varied audiences.